

GB2343095

Publication Title:

A digital interactive system for providing full interactivity with live programming events

Abstract:

Abstract of GB 2343095

(A) Translate this text An interactive digital system (1) is provided for enabling TV viewers active participation in a live broadcast event, such as a sporting event (10). Cameras (100) at the sporting event (10) provide several video streams which are integrated with recorded video streams in a control studio (5). Interrogatories or instructions to be presented as graphics are also prepared and integrated into the programming, as are audio streams output from an audio switch (115). The programming, including the plurality of video, audio and graphics signals, is transmitted to a subscriber viewer at a receiver site (155). A digital cable box (25), connected to a TV monitor (195), receives the programming and enables the viewer to select the video, audio and graphic signals by way of an input device (20). Switching between the digital video signals is transparent or seamless.

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(12) UK Patent Application (19) GB (11) 2 343 095 (13) A

(43) Date of A Publication 26.04.2000

(21) Application No 0000107.3

(22) Date of Filing 29.05.1997

Date Lodged 05.01.2000

(30) Priority Data

(31) 08815168 (32) 11.03.1997 (33) US

(62) Divided from Application No 9919571.1 under Section 15(4) of the Patents Act 1977

(60) Parent of Application No(s) 0006704.1, 0006706.6, 0006707.4 under Section 15(4) of the Patents Act 1977

(51) INT CL⁷
H04N 7/10 7/12

(52) UK CL (Edition R)
H4P PPS

(56) Documents Cited
US 5600368 A US 5068733 A

(58) Field of Search
UK CL (Edition R) H4P PPS
INT CL⁷ H04N 7/10 7/12
ONLINE : WPI ; EPODOC ; JAPIO

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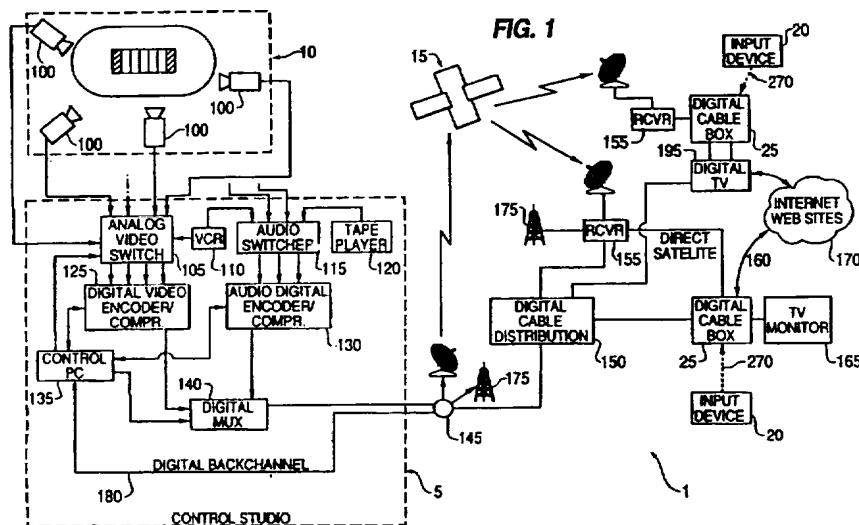
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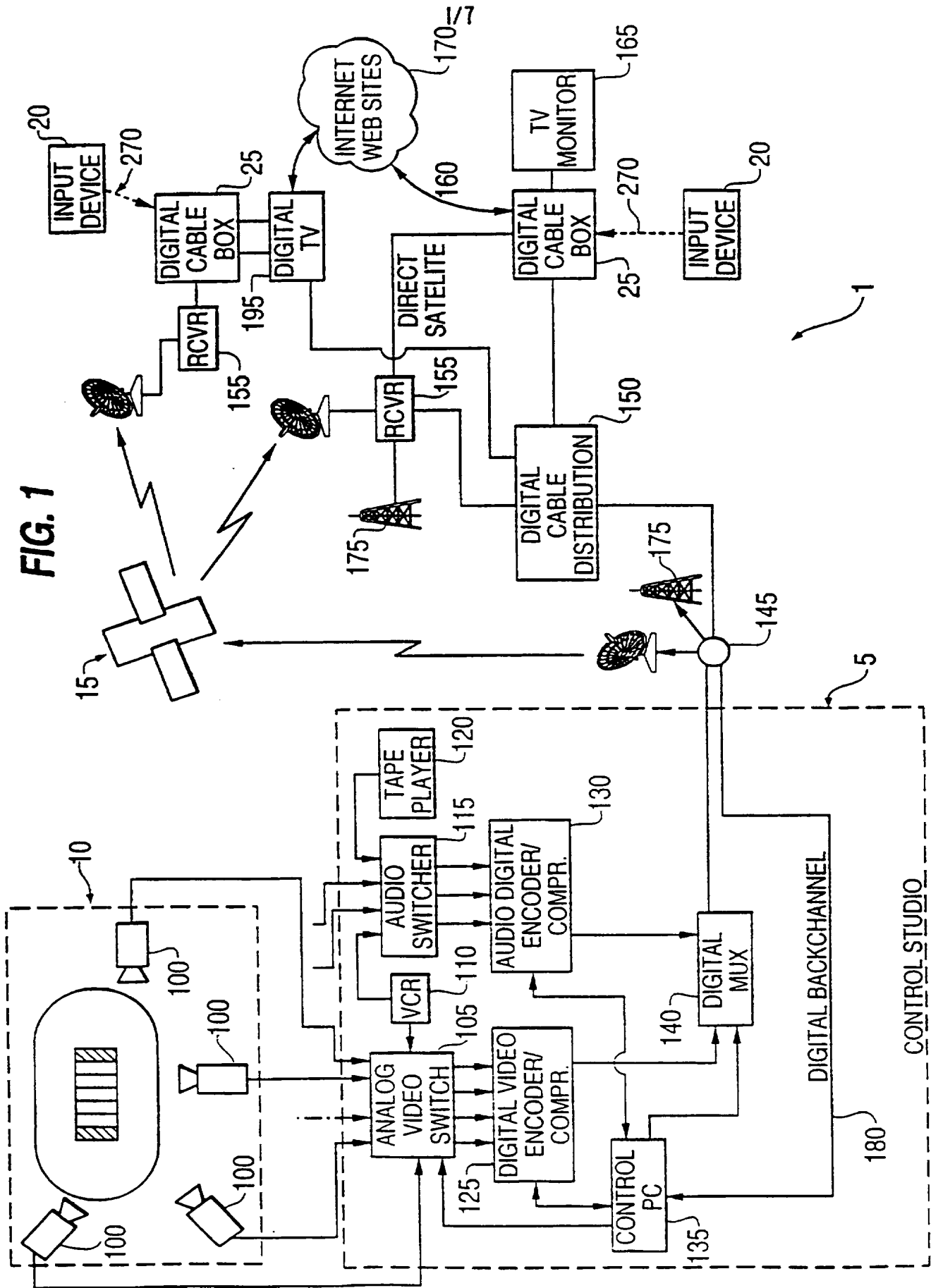
A digital interactive system for providing full interactivity with live programming events

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FIG. 1



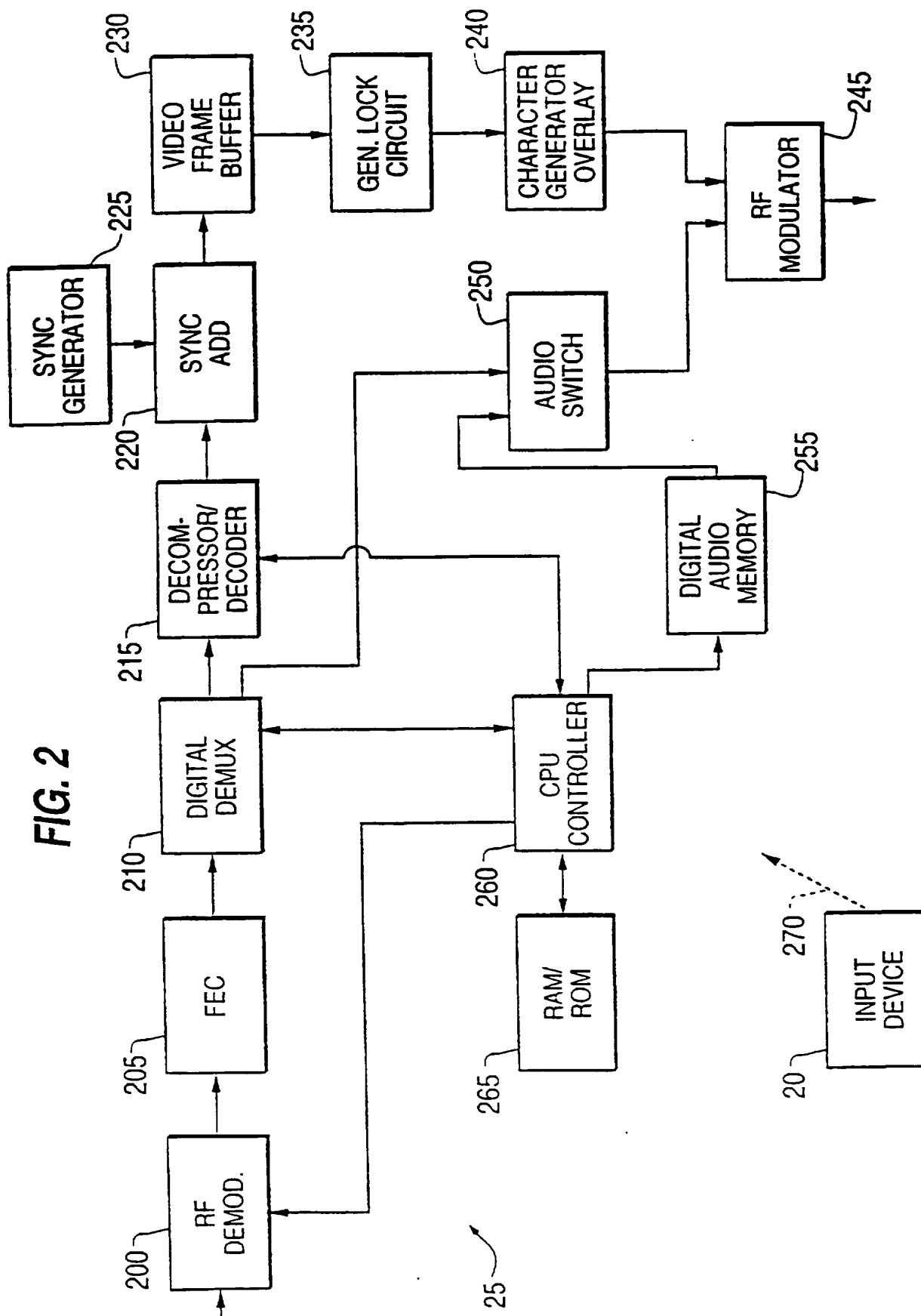


FIG. 3

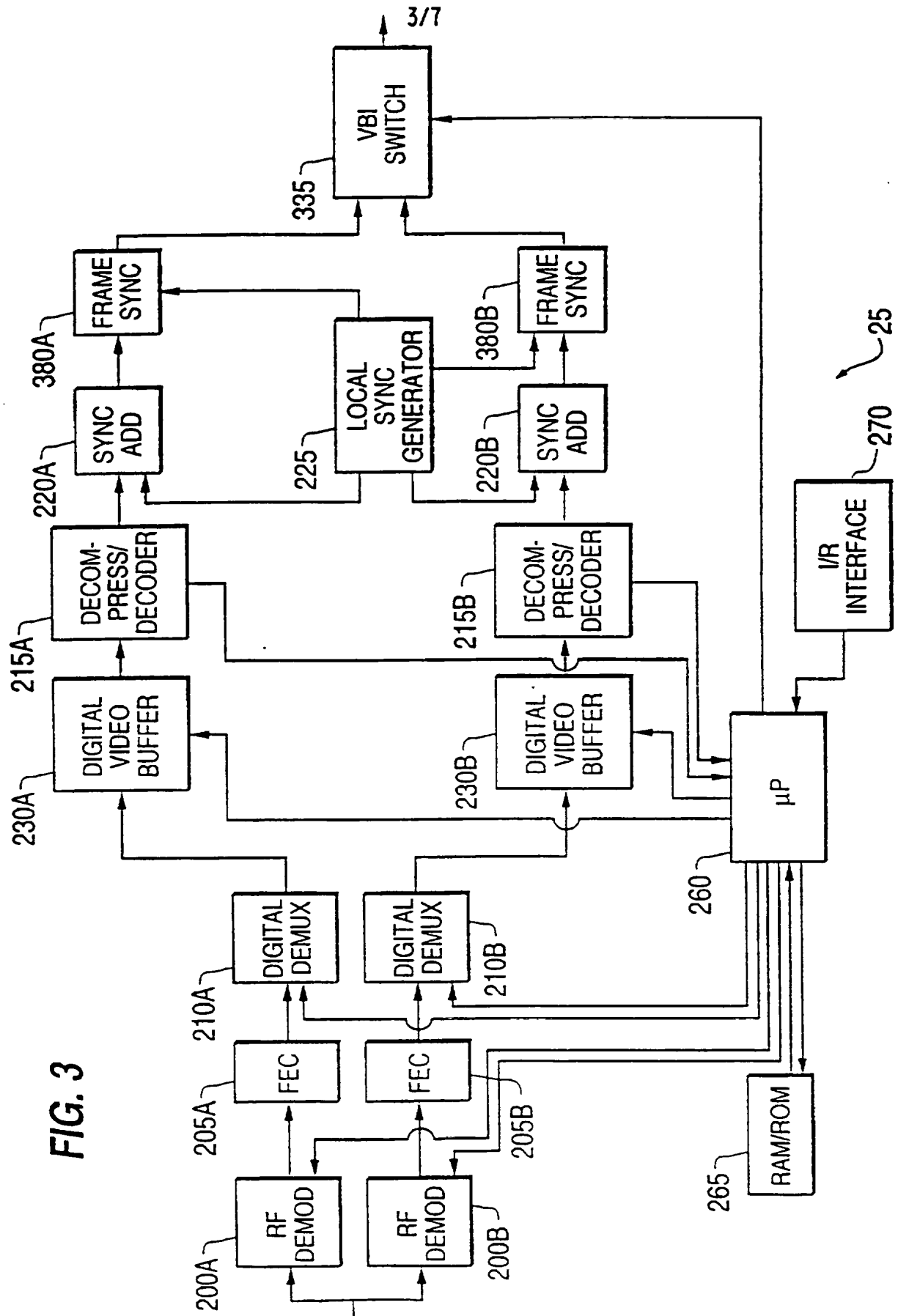


FIG. 4

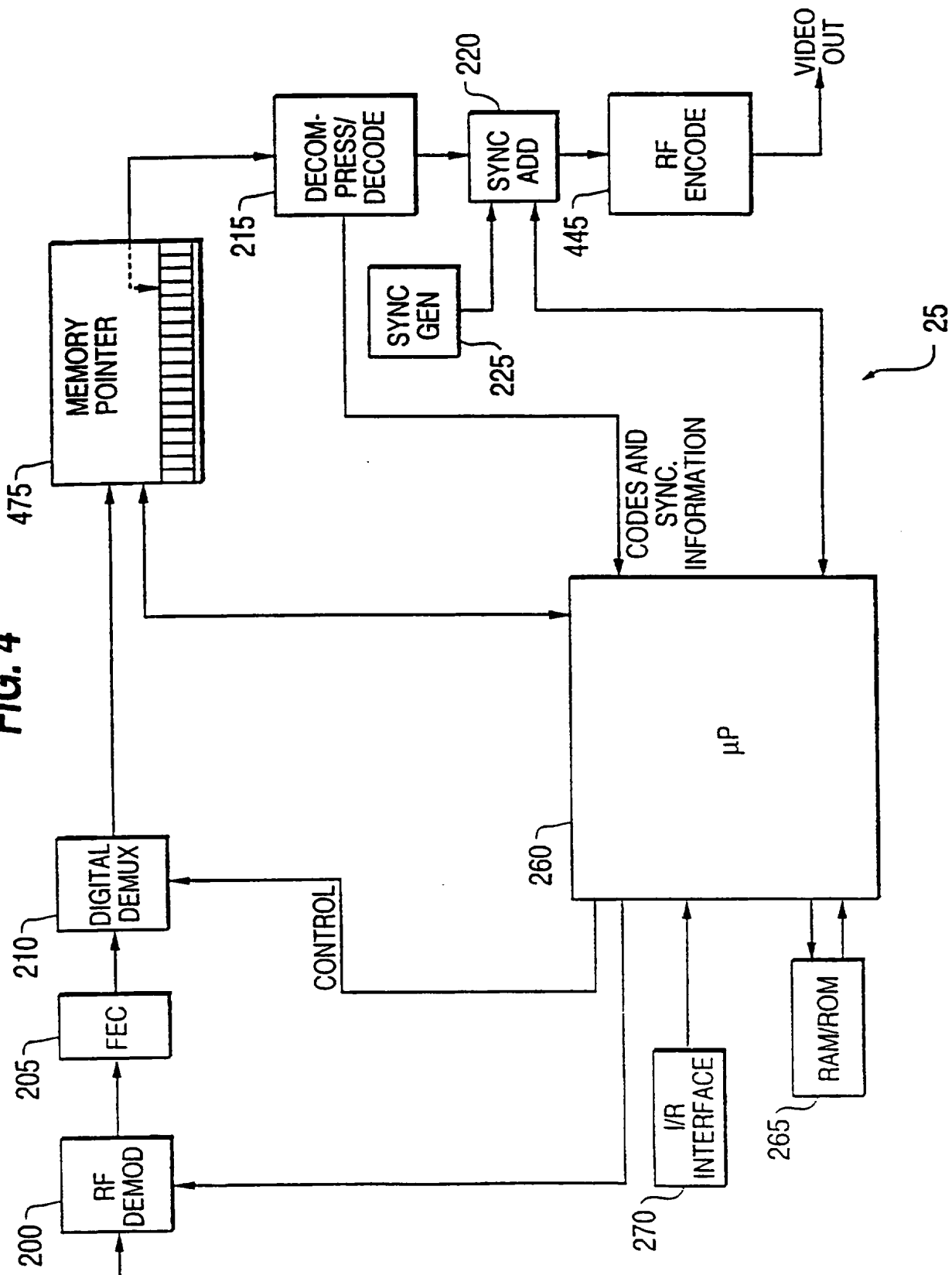


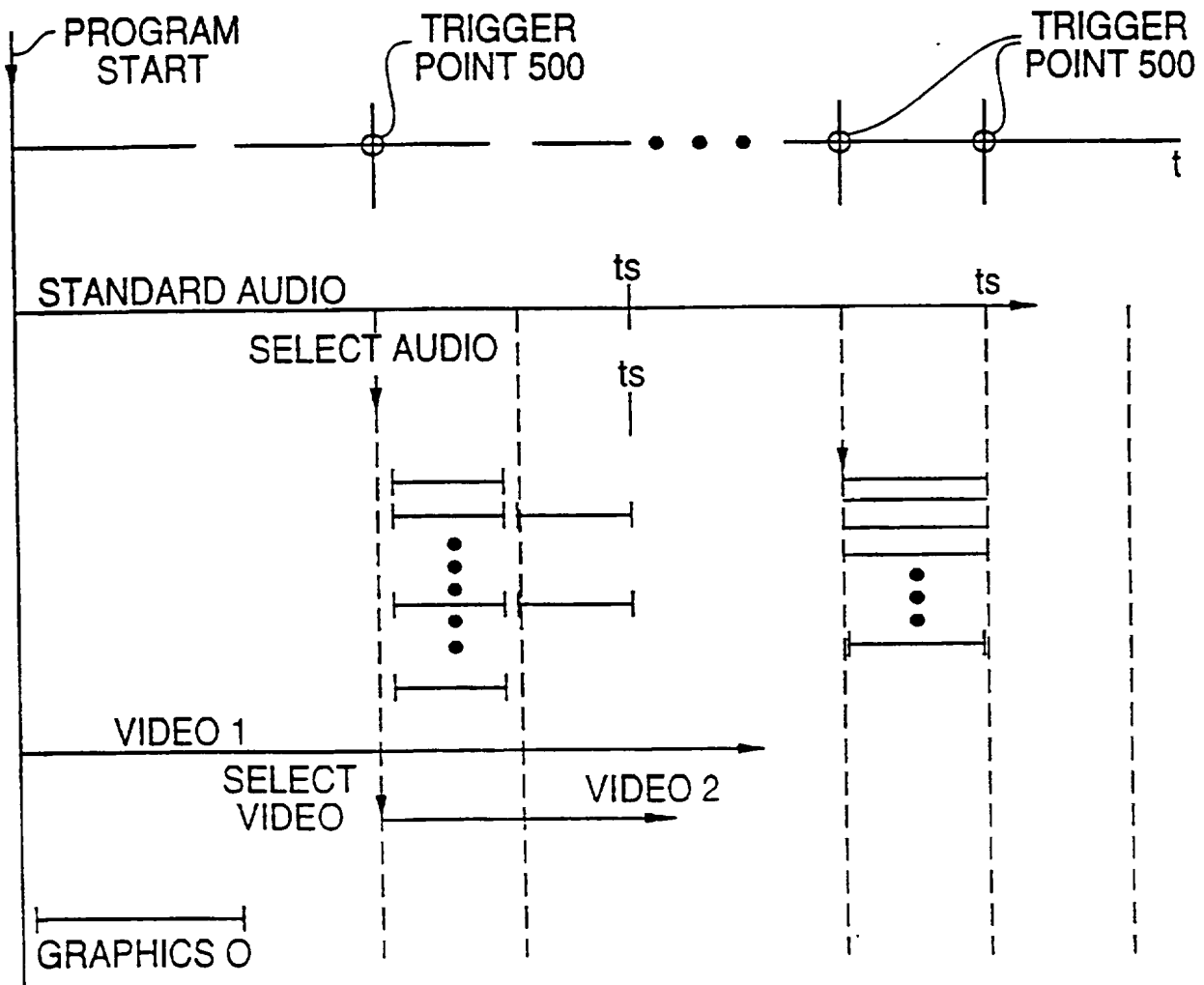
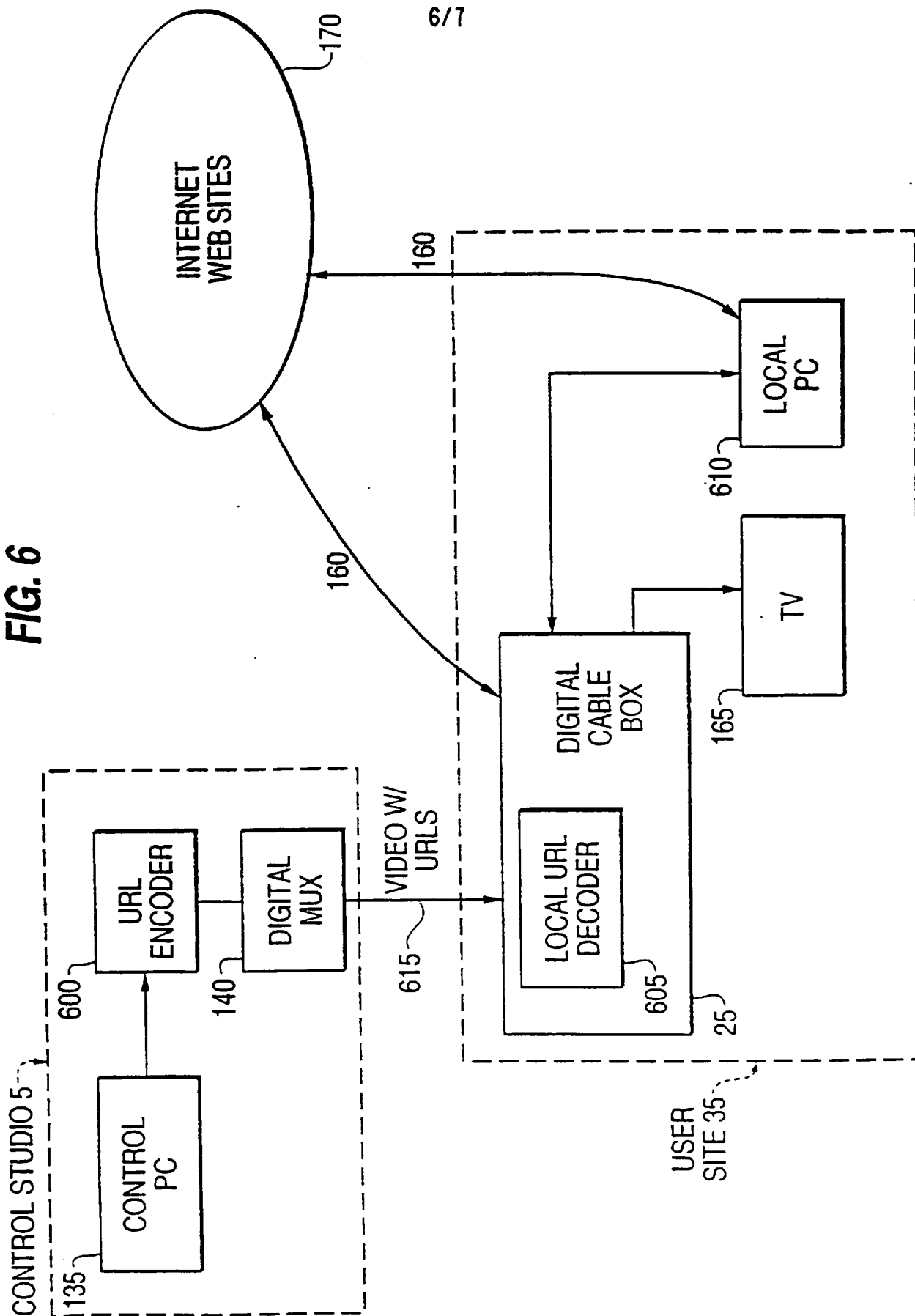
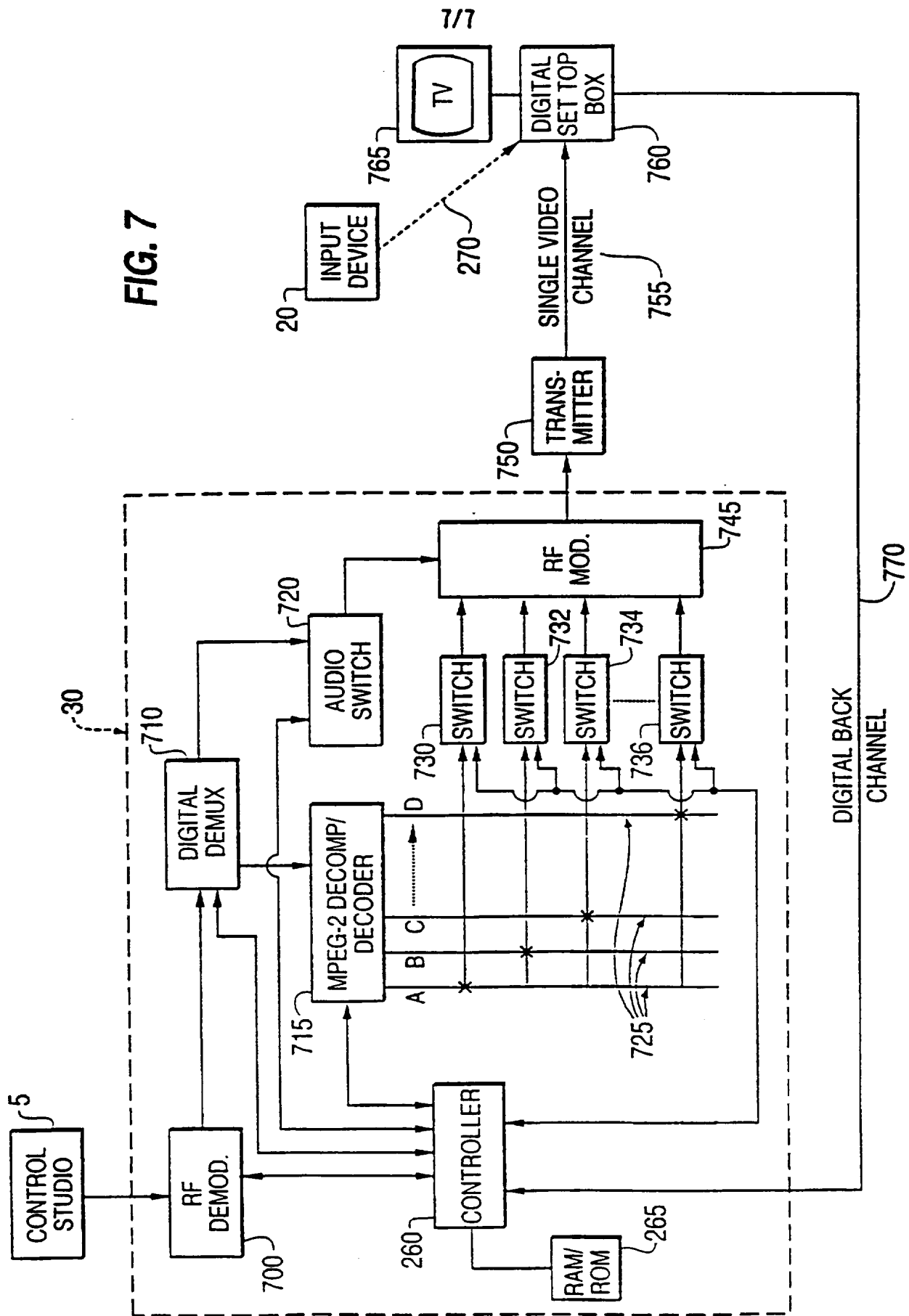
FIG. 5

FIG. 6





**A DIGITAL INTERACTIVE SYSTEM FOR PROVIDING FULL INTERACTIVITY
WITH LIVE PROGRAMMING EVENTS**

5 The present invention relates to a live interactive digital presentation system, and to a method for producing live interactive digital programming.

10 Interactive video and audio presentation systems are currently being introduced into the entertainment and educational industries. For example, U.S. patents nos. 4,264,925 and 4,264,924 disclose systems providing both audio and video interactivity, and disclose interactive television systems where switching among multiple broadcast or cable channels based on viewer selections provides an interactive capability.

15 These systems have been enhanced to include memory functions using computer logic and memory, where selection of system responses played to the viewer are based on the processing and storage of subscriber responses as disclosed in U.S. patent no. 4,507,680.

20 The benefits of providing interactivity through the use of different audio responses is disclosed in U.S. patents nos. 4,847,698, 4,847,699 and 4,847,700. These television systems provide a common video signal accompanied by several synchronized audio channels to provide content related user selectable responses. The audio signals produce different audio responses, and in some cases, these are syllable synched to a first audio script and to the video signal (such as to a person or character on a display), providing
25 the perception that the person's or character's mouth movements match the spoken words.

30 Interactivity is brought to the classroom in U.S. patent no. 5,537,141. The distance learning system described in this patent enhances the classroom educational experience through an innovative use of interactive technology over transmission independent media. When an instructor, either broadcast live on video or displayed from videotape, asks a question, each and every student responds, preferably by entering a response on a remote handset, and each
35 student immediately receives a distinct and substantive audio response to his or her unique selection.

Individualization of audio is brought to the home as disclosed in U.S. patent no. 5,585,858. This system provides a program that can be watched on any conventional television set or multimedia computer as a normal program.

5 But if the viewer has a special interactive program box connected to the television, he or she can experience a fully functional interactive program. Each interactive viewer enjoys personalized audio responses and video graphics overlaid on the screen. The interactive program can be provided to television sets or to computers by cable, direct broadcasts satellite, television broadcast or
10 other transmission means, and can be analog or digital.

The present invention seeks to provide an interactive presentation system for providing true video, audio and graphics interactivity with digital programs broadcast live.

15

According to a first aspect of the present invention there is provided a live interactive digital presentation system, comprising:

means for receiving live programming, wherein the programming contains a plurality of digital video and audio;

20

a viewer interface for receiving viewer entries;

a microprocessor, connected to the viewer interface, for selecting and switching to one of the video and audio signals based on at least one of the viewer entries;

means for displaying the selected video signal, and

25 means for playing the selected audio signal.

An embodiment of an interactive digital presentation system of the invention allows the viewer active participation in selecting digital video streams, associated with different camera angles, for example, and integrated audio
30 and/or graphics segments. Further, Web pages from Internet Web sites can be integrated into the program. The system is particularly suited for the environment of live events, such as the broadcast of live sporting events. The viewer can appear to direct the camera shots by instantly changing among various camera angles, choose player interviews, or display associated
35 statistical data on the team or players via graphics. In this manner, the system allows the individual subscriber to act as if he or she has control over how the

program is directed and presented on their personal television set. In addition to selecting different camera angles, various audio options, closeups, slow motion, replays, graphics overlays, graphics or audio from Web sites, etc., are all possible. Further, games can be integrated with the live sports programming to increase viewer interest.

Thus, viewers can customize the content of programs. An interactive digital presentation system of an embodiment of the present invention is particularly advantageous for viewing live sporting events. Viewers are not limited to selecting from multiple camera angles, but may also call up player statistics on demand, listen to selected player interviews, etc. Cameras can be focused on different segments of an event. Further, video options could include video replay, slow motion effects, isolation on a particular player or group, etc. Changes are seamless, thereby adding to the effect that the viewer is directing the television show just as a director now does from a control room.

This "director" role by the viewer is possible due to the interactive technology of the present invention and also due to the digital compression and transmission scheme which allows for much greater information throughput over a given bandwidth, allowing viewers to choose from angles that are already available but presently cut by the director.

The digital interactive system is based upon branches which occur in the course of the full-motion video. Branches are real-time parallel paths that may be other full-motion video segments, graphics which are integrated into the video, audio segments, and/or retrieved Web pages which are integrated into the live event.

Sometimes, the interactive digital system will act upon the viewer's response immediately. At other times, the system utilises "profiling" to act upon the response later. "Profiling" enables the system to "remember" the viewer's responses and desires, and integrate them into the video, audio, graphics and/or Web site information at a later point. For example, the viewer could specify at the beginning of a football game to isolate the offensive quarterback of a particular team. Thus, whenever the team of choice is on offense, the video isolation of the quarterback is displayed to the viewer automatically. Or, based

on how a viewer has selected camera angles, replays, etc., over the past five minutes, the system acts to mimic these selections at later times during the program. A system of the invention may "learn" from the viewer how they want to view the game, and thus, continues viewer selection sequences made earlier.

5

At the source, a plurality of video cameras may be provided, each of the video cameras relaying a different predetermined view of an event. Video signals corresponding to the different cameras are forwarded to a central control studio. Further, one or more audio signals or graphic statistical overlays can be collected and sent to a central control studio. After receiving the video, audio, and graphics signals at the central control studio, these signals are digitized and compressed in digital video and audio compressors. These signals are then combined with special data codes into a "digital package," and subsequently, transmitted over a cable distribution system. The special data codes are the keys to unlocking the interactive potential of the program.

15

The digital program signals are transmitted to a receive site by any suitable transmission means. Once received by a receive antenna, the digital program signals are passed along on a digital cable television distribution system to the viewer homes. Other signals or commercials may be inserted at the local head end. The signals are received and processed in a digital cable box. Selections of the video, audio, graphics display and/or Web pages can be made as a function of immediate viewer entries, or to interrogatory responses presented at the beginning or during the program, or based on a prestored viewer profile. Once a decision is made to switch from one video option to another video option, the digital switch is performed seamlessly.

25

At predetermined times or immediately upon user entry, the program may retrieve and branch to informative segments from Web sites. For example, a viewer watching a sporting event, through a system of the invention, may receive a stream of Web pages which provide additional, specific information relating to a favorite player, team or perhaps the remaining schedule for the sports team, as examples. In addition, users can take advantage of the two-way capabilities of the Internet to respond to polls or to link to additional sites.

35

Another Internet-based application allows advertisers to speak more directly to consumers by directly sending Web pages to the consumer instead of merely displaying Web addresses in their commercials. The particular advertising information from Web sites can be targeted to viewers based on the viewer profile, stored either in the digital set top box or at the cable headend. Alternatively, Web site access can be initiated by the viewer by simply clicking on the remote during the commercial. Thus, viewers have the capability to individually select Web sites if they want more information from advertisers, for example.

The video programming and corresponding Internet pages can be viewed either on personal computers equipped with a television card on special digital cable boxes with stored interactive Internet application software providing Internet access, or on digital television sets, all of which would utilize the specialized TV/Internet software of the present invention.

Systems and methods of the invention also have applications for other types of programming. For example, viewers can direct the scenes of a murder mystery. Switching from one scene to another can be done seamlessly without noticeable effect on the viewer. Further, systems and methods of the invention may be used for any kind of live or pre-recorded event. For instance, a music concert or a political convention may be enhanced as described herein.

Embodiments of the present invention will hereinafter be described, by way of example, with reference to the accompanying drawings, in which:-

Figure 1 is a diagram of a network and equipment for providing live digital programming,

Figure 2 is a block diagram of an interactive digital cable box allowing seamless switching between video signals,

Figure 3 is a block diagram of an alternative dual-tuner interactive digital cable box allowing seamless switching between video signals,

Figure 4 is a block diagram of another alternative interactive digital cable box allowing seamless switching between video signals,

Figure 5 is a time diagram showing a representation of trigger points and corresponding video, audio and/or graphics segments, one or a combination of

which are selected for presentation to the subscriber immediately after the execution of the trigger point function,

Figure 6 is a block diagram of an alternative embodiment of an interactive system including Internet access, and

5 Figure 7 is a block diagram showing a two-way configuration of an interactive system of an embodiment of the invention.

Figure 1 illustrates an embodiment of an interactive digital system 1 for producing a powerful personalized program allowing the home viewer an
10 expanded set of programming options. Digital TV streams are put into digital packages made up of video, audio, data codes and graphics, and are used to provide personalized responses to viewer selections. Such responses can be further enhanced by allowing access to Internet Web sites 170. In this manner, sports such as golf, football, baseball, basketball, etc. can now be watched with
15 greater interest and involvement.

As shown in Figure 1, several possible video streams are gathered by way of cameras 100, strategically located at a live event, such as a sporting event 10, for example. Currently many cameras 100 are employed at a sporting
20 event 10. Super Bowl coverage, for example, typically encompasses 25 to 30 cameras. These live video streams can be integrated with recorded video streams which, for example, could include highlights from the current game or past games, player profiles, etc. To describe the components and operation of the present invention, the production and transmission of a live sporting event
25 10, such as football, is described hereinbelow, by way of example. However, it will be appreciated that the invention is not limited to providing interactivity with live sporting events and that other applications are possible.

particular viewer. The preparation of the graphics for presenting such interrogatories occurs off-line at the control studio 5 using chyron or any graphics language. These interrogatories or instructions will ultimately be displayed to the home viewer, preferably in the form of graphics, to facilitate the interactive responses. The producer creates these graphic video slides of questions on a computer using the text editor and chyron. Associated with each question, the producer enters a number of possible viewer options. Then, the producer relates each possible user entry to one or more corresponding interactive responses. If the response is information from an Internet Web page, the producer will indicate the particular Uniform Resource Locator (URL) of the Web page. The producer sets a time stamp for when each particular question will appear during the program. As explained below in more detail, the viewer response to a query will be used to direct which video (and/or audio, graphics, or Web page) option will be provided to the viewer. In the present invention, the interactive response to the query can occur immediately following the entry of the viewer entry or at some predetermined later time in the program using "trigger points," 500 as explained in detail below.

With respect to the video segments, cameras 100 are preferably trained on different segments of the sporting event 10. As is common with broadcasts of a football game, for example, cameras 100 could be located in the endzone, press box, the field and at various other locations throughout the stadium. Further, various video options can be created including video replay, slow motion, isolation on cheerleaders, particular player or group of players. Instant replays are created by delaying the live feed for a certain number of seconds. These video streams are sent to a control studio 5. The control studio 5 contains the necessary

equipment for packaging the program for delivery to the viewers. The studio 5 contains a video switcher 105 which receives the live signals from the cameras 100 by way of various input lines. Further, lines carrying recorded video streams from one or more VCRs 110, computers or CD players feed into the video 5 switcher 105. The video switcher 105 also receives video inputs from the control computer 135. Further, various graphics screens, depicting, for example, sports team or player statistics can be designed with the control personal computer 135 and forwarded to the digital video switch 105. The producer, via the control PC 135, directs which video options to pass through the video switcher 105. At the 10 output of the video switcher 105, each of the different output video streams access a separate encoder 125 and are all GENLOCKED, so that each video stream is synchronized with the other video streams.

After encoding, the video streams are input into a video compressor 125. Preferably, the digital compression scheme is MPEG-2. Preferably, 64 Quadrature 15 Amplitude Modulation (QAM) is used as the modulation scheme. In this digital embodiment, four channels of digitally-compressed video content would carry about 27 Mbps using 6 MHz of bandwidth. Alternatively, if 256 QAM is employed, seven-to-one video compression can be achieved with the MPEG-2 scheme. While MPEG-2 is the preferred compression scheme, the signals can be 20 compressed according to any known standard including MPEG-1, JPEG, or other DCT coding scheme, wavelets, fractals or other transform or waveform based technique.

The control studio 5 also contains an audio switcher 115 which receives live audio signals from microphones or recorded audio from tape players 120, 25 CDs, VCRs 110, etc.. The control computer 135 sends commands to the audio

switcher 115 directing which audio options should pass through the switch 115. Further, in the audio switcher 115 the various audio signals can be aligned to match the various video signals in time. In addition, VCR audio output is received by the audio switcher 115. The present invention can accommodate any number of audio signals as output from the audio switcher 115, as directed by the producer. The audio outputs are received by an digital audio encoder/compressor 130. The audio signals are then preferably sampled, encoded and compressed in the digital audio encoder/compressor 130. The encoding technique can be a waveform coding technique such as PCM, ADPCM or DM. Alternatively, the signals can be encoded using synthesizer or vocoder techniques such as MUSICAM, Linear Predictive Coding (LPC), Adaptive Predictive Coding (APC), and Sub-band coding. Generally, the transmission rate is about 256 kbps per audio for the stereo pair.

The timing and control for integrating the various multimedia elements is provided by the ACTV authoring language, a unique set of interactive data codes to facilitate the interactive process. The data codes are stored in memory in the control computer 135 as part of the ACTV programming language. The codes comprise commands, or branch codes, for branching between interactive options, timing signals for controlling the interactive program, data or text, commands for termination and initiation or interactive program viewing, or triggers for executing macros. Preferably, these commands are output from the control computer 135 and multiplexed with the video streams in the MPEG-2 compressor 125, as shown in Figure 1. Interactive options that can be branched to based on the branch codes include video segments, audio segments, graphics segments and/or identified Web pages.

There are several commands in the ACTV authoring language that function to provide the interactive sports programming applications. These commands are explained below in Section D, which details programming applications.

5

B. The Transmission System

As shown in figure 1, the digital interactive system 1 uses an interactive program delivery system with any transmission means including satellite 15, cable 150, wire or television broadcast 175 to deliver the interactive program
10 (hereinafter "composite interactive program") from the control studio 5 for distribution to subscribers in their homes. At the control studio 5, the signals from the digital multiplexer 140 are converted to RF and distributed to a microwave 175, cable 150 or satellite 15 network. Preferably, the digital interactive signal is forwarded from the control studio 5 to a cable headend 150, and
15 subsequently, sent to the homes via the cable network.

The program is preferably the broadcast of a live event. For example, live sporting events with added interactive elements can be broadcast from the control studio 5. Such live interactive elements could be different camera angles 100, slow motion video, etc., as discussed above, while also incorporating
20 prerecorded interactive segments such as highlights. Alternatively, the program can be produced off-line and stored in a program storage means at the control studio 5.

In a satellite broadcast transmission, the digital interactive signals are transmitted to uplink equipment where they may be multiplexed, upconverted,

modulated, amplified and transmitted by satellite 15 to the receiver site 155 for distribution to the homes.

At the reception end, the composite digital interactive signals enter a receiver 155 where the signals are demultiplexed, downconverted, demodulated and then passed to a cable distribution system that directs the signals to the homes. Although a cable distribution system 150 is the preferred transmission media to the homes, the digital signals may also be distributed by any conventionally known technique including satellite 15 to digital satellite receivers 155 at the home, fiberoptics, low or high power broadcast television 175, telephone lines, cellular networks, and similar technology can be used interchangeably with this program delivery system.

C. The Interactive Digital Box

The interactive digital box 25 is shown schematically in Figure 2.

Preferably, the interactive digital box is a specially adapted digital cable box 25. The controller 260 determines what video, audio, graphics and/or Web pages to display based upon the interactive commands which it receives. Based upon the commands, it plays the appropriate video, audio, graphics or Web page options. The graphics can either be created and sent from the control studio 5 or the graphical images can be created at the interactive digital box 25 based on instructions preferably in the interactive commands. The interactive digital box 25 connects to a television 165 or other display monitor. Further, the interactive digital box 25 can be connected to a digital television 195, in which case an RF modulator 245 is not necessary. Each downstream transmission reaches the subscriber's house, shown in Figure 2, preferably through a tap and drop cable.

The user interacts with the program through the input device 20.

Preferably, the input device 20 is a typical television remote. The user interface 270 may be an infrared, wireless, or wired receiver that receives information from the input device 20.

5 Regardless of the type of input device 20, user inputs can be utilized by the present invention immediately, or at a later time, to result in personalized graphics, video and/or audio presentation. For example, the present invention utilizes "trigger points," 500 as described below, to enable subsequent branches among multimedia segments during the show.

10 Certain commands are sent from the control studio 5 as part of the digital interactive programming to facilitate the collection of user entries. These commands are extracted at the digital demultiplexer 210 and sent to the controller 260 which performs the appropriate action based on the commands. Some of these commands are explained below.

15 a. *BEGIN INPUT EXTENDED*

The Begin Input command starts an input period during which the user may press one or more buttons to select his or her choice(s). The entry format of this command is set forth as follows:

20 *BEGIN INPUT {{N} {VALID KEYS} {DIFFERENT} {FEEDBACK}}*

where:

N The maximum number of keys that can be pressed.

KEYS The valid keys that can be pressed.

DIFFERENT Requires each key pressed to be different.

25 FEEDBACK The feedback type provided to the viewer.

b. *BEGIN VIDEO CHOICE EXTENDED*

30 The Begin Video Choice begins an input period for disco mode. During disco mode, the video switches dynamically each time the viewer makes a selection.

BEGIN_VIDEO_CHOICE MODE [KEYS] {FEEDBACK [AUDIO]}

The disco mode allows the viewer to change channels at will, while the OneShot mode allows only one change of channel.

5

MODE DISCO/ONESHOT

KEYS The valid keys that can be pressed.

FEEDBACK The feedback supplied to the user for the key(s) which are pressed.

10

The mode Disco allows the viewer to change channels at will, while the OneShot mode allows only one change of channel.

c. BEGIN AUDIO CHOICE EXTENDED

15

The Begin Audio Choice begins an input period for disco mode.

BEGIN_AUDIO_CHOICE MODE [KEYS] {FEEDBACK [AUDIO]}

MODE DISCO/ONESHOT

KEYS The valid keys that can be pressed.

FEEDBACK The feedback supplied to the user for the key(s) which are pressed.

20

d. MAP

25

The Map command is used to map video or audio tracks to keys, for use in connection with the Begin Audio Choice and Begin Video Choice commands. If this command is omitted, Key 1 will map to Track or Channel 1, Key 2 to Track or Channel 2 etc. This command allows mapping any key to any channel.

30

MAP KEYS [TRACKS [T1,...TN/T1-TN] CHANNELS [C1,...CN/C1-CN]]

35

The map statement maps audio tracks or video channels to keys, to enable audio or video choice commands to effect changes to tracks other than the default tracks, which are that key 1 maps to track 1, key 2 to track 2, etc.. All the choice statements after a map statement will cause the tracks, video tracks or channels to be changed to those specified in the map statement. The acceptable numbers for the map command are from 1 to 8, for keys, video channels and audio channels.

40

Other commands include those which allow for the following applications:

- (1) viewer profiling, to enable the set top box 25 to "remember" viewer

preferences; (2) uploading viewer responses to a central location; (3) downloading of text and graphics, for display using the graphics chip of the set top box 25; (4) the ability of the viewer to prepare his own video, based upon his selections of camera shots 100 and audio, which can be stored and replayed for the viewer.

5 The interactive digital box 25 of the present invention enables seamless flicker-free transparent switching between the digital video signals. "Seamless" means that the switch from one video signal to another is user imperceptible. Because the video signals are running off the same clock, the interactive digital box 25 is capable of providing a seamless digital switch from one video signal to
10 another signal. The program clock reference necessary for the box to make this seamless switch is preferably embedded in the signal header.

As shown in Figure 2, a CPU 260 is connected to an RF demodulator 200 and digital demultiplexer 210. The CPU 260 directs demodulation and demultiplexing of the proper channel and data stream to obtain the correct video
15 signal. Seamless switching can occur with MPEG-2 compressed signals since there are points within the frame wherein seamless switching can occur. Preferably, switches occur at an "I" frame, assuming the use of MPEG-2 compression. The selected video signal is determined either by examination of the user's input from user interface 270 and/or any other information or criteria
20 (such as personal profile information) stored in RAM/ROM 265. For example, the RAM/ROM 265 could store commands provided within the video signals as discussed in U.S. patent no. 4,602,279, and incorporated herein by reference.

The RF demodulator 200 demodulates data from the broadcast channel directed by the controller 260. After the data stream is demodulated, it passes
25 through a forward error correction circuit 205 into a digital demultiplexer 210.

The demultiplexer 210 is controlled by the controller 260 to provide a specific video signal out of a number of video signals which may be located within the data stream on the demodulated broadcast channel. The demultiplexed video signal is then decompressed and decoded by decompressor/decoder 215. The
5 video signal is synchronized by a sync add circuit 220 and a sync generator 225. The video signal is then buffered by a video frame buffer 230. The buffered video signal is modulated by a modulator 245 into a NTSC compatible signal. Such a modulator is not necessary if the selected signal is sent to a digital television 195.

By using a video frame buffer 230 and delaying the viewing of a given
10 signal, enough time is allowed for the decompressor/decoder 215 to lock onto, decompress, convert to analog, and wait for the resultant vertical interval of a second video signal. For example, assume video signal A is currently being processed and transferred through the circuit shown in Figure 2 and displayed. Based upon a user selection, the controller 260 directs the digital demultiplexer
15 210 and RF demodulator 200 to switch to another video signal, video signal B. To accomplish this, the analog video from the first digital video signal, video signal A, complete with video sync, is fed into video frame buffer 230. This buffer 230 can hold the full video picture for "n" number of frames after which the signal is output to the display. In effect, a delayed video signal A is viewed "n" number of
20 frames after the signal has been received. When the user selects a different video path by means of pressing a button on a keypad or entry by other means, the controller 260 instructs the digital demultiplexer 210 to stop decoding signal A and lock onto signal B to begin decoding signal B instead of signal A.

While this is happening, even though the decompressor/decoder 215 is no
25 longer decompressing video signal A, the display is still showing video signal A

because it is being read from the buffer 230. As soon as decompressing and decoding occurs, the controller 260 looks for the next vertical blanking interval (VBI) and instructs the video frame buffer 230 to switch to its input, rather than its buffered output at the occurrence of the VBI.

5 Since the RF demodulator 200, forward error corrector 205, digital demultiplexer 210, and decompressor/decoder 215 require a certain time period to decompress and decode the video signal B frame from its data stream, the size of the buffer 230 has to be large enough so that this processing can take place without interruption during the switching of the video signals. If desired, the
10 system may continue to use the buffer in anticipation of a future switch. By using the controller 260 to manipulate the fill and empty rate of the buffer 230, the buffer 230 may be rapidly filled with video signal B frames and then after a period of time will be reset and ready to make another switch to another video in the same manner. The buffer 230 may also be reset by skipping frames or providing a
15 delay between sequential frame outputs for a short time in order to fill the buffer 230. If a delay is used to maintain video signal or frame output while the buffer 230 is being filled, a slight distortion may occur for a brief amount of time.

Because a first video signal is always displayed as the output of the buffer 230 after the delay, the buffered video masks the acquisition and decoding of a
20 second video signal. As long as the buffer 230 is large enough to keep the first video running while the second video is being decompressed and decoded, a seamless switch will occur.

While the digital interactive box 25 of Figure 2 provides video interactivity, audio and/or graphics interactivity is also provided. For example,
25 if, based on the viewer profile or viewer response to query, it is determined that

the viewer's primary language is Spanish, then that viewer could obtain Spanish commentary to the football, soccer, etc. game. Alternatively, if a viewer has a favorite athlete, the audio can switch to an interview with the athlete during a segment of the broadcast. Multiple digital audio options forming a set of suitable
5 responses to an interrogatory message can be sent as part of the composite digital signal. As set forth in U.S. patent no. 5,585,858, herein incorporated by reference, there are a number of different ways to effectively forward the necessary audio options for a given live event to the digital interactive box 25. With the present invention, it makes no difference how the audio options reach the digital
10 interactive box 25, as long as they are available for selection and play at the appropriate times.

In Figure 2, the digital demultiplexer 210 extracts the digital audio signal(s) and forwards them to the audio switch 250. Additional audio options are available from the digital audio memory 255. At certain times during the
15 program, the data codes will identify the selection of a particular audio option corresponding to previous user inputs. The controller 260 calls the appropriate audio options from internal memory 255 or directs the audio switch 250 to select a predetermined audio segment received as part of the received digital signal for passage to the RF modulator 245 for play to the subscriber. At the end of the
20 audio segment time period as indicated by the data codes, the controller 260 instructs the audio switch 250 to again pick up standard audio.

The digital demultiplexer 210 sends the extracted graphics data or ACTV data codes to the controller 260. The controller 260 interprets the extracted data as either control data, including instructions for switching between video signals,
25 audio signals, or graphics data for on-screen display. If the data is on-screen

display data, the data is preferably prefixed by a command designating the data as on-screen display data, as opposed to control data. Further, the controller 260 also examines the control data for the occurrence of a header code designating the onset of a trigger point 500 in the program, explained below.

5 Figure 3 shows an alternate, dual tuner embodiment for seamless switching between separate video signals. This embodiment presumes that two 6 MHz channels are used, each of which comprises compressed digital video and audio streams. In this embodiment, the microprocessor 260 controls the selection of the RF channel that is demodulated by RF demodulators 200A, 200B. The
10 demodulated data streams enter the forward error correctors 205A, 205B. At the output of the forward error correctors 205A, 205B the data streams are transmitted to the input of the digital demultiplexers 210A, 210B.

As with the RF demodulators 200A, 200B, the digital demultiplexers 210A, 210B are controlled by the microprocessor 260. This configuration allows the
15 microprocessor 260 to independently select two different individual time-multiplexed video signals on different channels and data streams. If all the video signals of an interactive program were contained on a single channel or data stream, it would only be necessary to have a single RF demodulator 200, forward error corrector 205, and digital demultiplexer 210 serially connected and feeding
20 into the two digital video buffers 230A, 230B.

Two data streams are provided from the digital demultiplexers 210A, 210B. One data stream carries video information pertaining to the video signal the user is currently viewing. The second data stream carries the video signal selected based on the user's previous and/or current interactive selections from the user
25 interface 270, as determined by the microprocessor 260.

The digital information on each of the two streams is buffered in digital video buffers 230A, 230B. The buffered signals are then decompressed and converted into analog signals by decompressors/decoders 215A, 215B which include digital to analog converters. The decompressors 215A, 215B are preferably

5 MPEG-2 decoders.

A local sync generator 225 is connected to sync add 220A, 220B and frame sync 380A, 380B circuits. Because both streams are synchronized based on signals from the same local sync generator 225, each stream becomes synchronized to the other. In particular, the signals on each stream are frame synchronized.

10 A vertical blanking interval (VBI) switch 335 is connected to the microprocessor 260 so that the input may be switched during the vertical blanking interval of the current stream, resulting in a seamless switch to the viewer.

The embodiment of Figure 3 operates as follows. Based on user responses

15 and control codes, it is assumed that the microprocessor 260 determines that a switch from video signal A to video signal C should be performed. The RF demodulator 200A and digital demultiplexer 210A are processing the currently viewed video signal, video signal A, which is progressing through the upper branch components. A command is issued from the microprocessor 260 to the

20 RF demodulator 200A, 200B commanding a switch to the channel and data stream on which video signal C is located. The microprocessor 260 also instructs the digital demultiplexer 210B to provide video signal C from the received data stream to digital video buffer 230B.

At this point, the upper RF demodulator 200A and digital demultiplexer 210A are still independently receiving and processing video signal A, which continues through the upper branch of the circuit.

At a certain point, the digital decompressor/decoder 215B in the lower
5 branch will begin filling up with video signal C frames. After video signal C is decompressed and decoded, it is converted into analog. A local sync generator 225 inserts both local sync and frame sync to video signal C via sync add circuit 220B and frame sync circuit 380B in order to synchronize it with the currently
10 displayed video signal A, which is still being provided from the upper digital video buffer 230A. At the appropriate switch point, triggered by programming codes supplied with each video signal A and C, the microprocessor 260 directs the VBI switch 335 to switch in the vertical blanking interval from video A to video C, at which time video C will then seamlessly appear on the computer screen.

Digital video buffers 230A, 230B may be used in the circuit of Figure 3, but
15 are optional. However, in an alternative embodiment the buffers would be required to provide a seamless switch if the Figure 3 circuit was modified to incorporate a single RF demodulator 200, single forward error corrector 205, and single digital demultiplexer 210, each with a single input and single output. In this alternative embodiment, the circuit cannot independently receive and
20 demultiplex two data streams on different frequency channels. One buffer 230A is used to store previously received video signals, while the other buffer 230B quickly passes through the selected video signals.

Based on the same assumptions above, video signal A is progressing through the upper branch of the circuit and it is desired to switch to video signal

C. However, in this alternative embodiment, the digital video buffer 230A is providing maximum buffering to video signal A.

Because it is desired to switch to video signal C, the microprocessor 260 directs the alternative circuit (containing a single RF receiver 200, single forward
5 error corrector 205 and single digital demultiplexer 210 connected in serial), to receive and demultiplex the data stream on which video signal C is located, which may be different than that of video signal A. When video signal C is demultiplexed, the microprocessor 260 directs the digital video buffer 230 to provide minimum buffering of video signal C so that decompressor/decoder 215
10 may quickly decompress and decode the digital signals. After decompression and decoding, video signal C is synchronized with video signal A. At this time, video signal A is read for display from digital video buffer 230A. The upper digital video buffer 230A must be large enough to provide video frames for output during the time it takes the RF demodulator 200 and digital demultiplexer 210 to
15 switch to video signal C and the time required for decompression, decoding, and synchronization of video signal C.

When video signal C is synchronized with video signal A, the microprocessor 260 directs VBI switch 335 to switch from video signal A to video signal C in the vertical blanking interval of video signal A, thereby providing a
20 seamless and flicker-free switch.

At this time, digital video buffer 230 will begin to utilize maximum buffering by altering its fill/empty rate as described above with respect to the Figure 3 embodiment. When adequate buffering is achieved, a switch to another video signal may be performed in the same manner as described above.

Another preferred embodiment is shown in Figure 4. This embodiment also includes an RF demodulator 200, a forward error corrector 205, and a digital demultiplexer 210. However, the circuitry differs along the rest of the chain to the television set or monitor. In this embodiment, a memory 475 is incorporated
5 and connected to the output of the demultiplexer for storing the compressed composite digital video signal. The decompressor/decoder 215 is inserted at the output of the compressed memory. The decompressor/decoder 215 decompresses the digital signal, converts the signal to analog and forwards the analog signal to the RF encode 245 for transmission to the monitor. Once the composite
10 compressed digital video signal is fed into the compressed memory 475, the microprocessor 260 directs a pointer to be placed somewhere along the compressed digital video signal. Based on the placement of the pointer, different frames and different segments of the composite digital video signal will be read from memory 475 for decompression and decoding.

15 The different video signals are distinguished from one another because they are labeled, preferably by headers. Assuming that video signal A has been selected for play on the monitor, the compressed digital memory 475 fills up with A frames. Assuming a switch to video signal C is desired, the microprocessor 260 directs the RF demodulator 200 and digital demultiplexer 210 to begin filling the
20 compressed memory 475 with video C frames. The decoder 215 pointer begins to move down. As soon as a sufficient number of C frames have entered the compressed memory 475, the pointer will then jump to the beginning of the C frames. The C frames are then output into the decompressor/decoder 215 where the digital frames are converted into an analog signal.

The digital video is multiplexed in a series of easily identifiable packets. These packets may contain full compressed frames of video (I frames) or may include only the differences between full frames (B frames or P frames).

To be able to reconstruct the full video images, the decompressor/decoder
5 215 needs to have a minimum number of I, P and B frames. The decoder 215
needs only one I frame to decode an image. Conversely, two prior Anchor frames
("I's" and "P's") are necessary to decode B frames. In order to decode P frames, the
decoder 215 only needs one Prior Anchor frame. When the microprocessor
instructs the digital demultiplexer 210 to start sending packets from a different
10 data stream there is no way to be certain that the next packet will be an I packet
needed for decoding the second video stream. To avoid a breakup of the video
images, which would occur if the decompressor/decoder 215 suddenly started
receiving packets unrelated to the stream it was decoding, the microprocessor 260
starts to fill up the memory 475 with video signal C packets until it is determined
15 that a full sequence of I, B and P frames are available. The decoder 215 should
receive the last bit of the last B frame in a given, GOP (Group of Pictures) before
the switch, in order to prevent glitches when decoding. Furthermore, the last B
frame of the GOP must only be backward predicted, not forward predicted or
bidirectional predicted. As soon as the valid sequence is in memory 475 the
20 microprocessor 260 moves the memory read pointer to the start of a valid
sequence of C video signal packets so that the decompressor/decoder 215 can
successfully decode the C signals. This results in a seamless switch from video
signal A to video signal C.

This embodiment requires a data channel for enabling a synchronous
25 switch between a first video stream and a second video stream. This data channel

comprises the ACTV codes which link together the different program elements and information segments on the different video signals. In addition, the data channel also comprises synchronization pulses and a time code to signify to the pointer the proper time to skip from a memory location representing one video signal to a memory location representing another video signal in order to enable a seamless switch.

The microprocessor 260 reads the data signal from the digital demultiplexer 210 and communicates pertinent data to the sync add circuit 220, which is connected to sync generator 225. The microprocessor 260 is then able to synchronously communicate with the memory 475.

The time code sent will identify the timing for one picture, as well as for multiple pictures, and will lock the different pictures together. This is done through the use of similar clocks at both the transmission end and the receiver. A time code is used in order to keep the two clocks at both the transmission and receive end synchronously connected to one another. Once the clocks at both ends are working synchronously, each of the multiplexed video streams must be synchronized to the clocks. In order to synchronize the multiplexed video stream to the clocks, each of the individual channels must be referenced to a common reference point and must be identified.

In the preferred embodiment, a packet header would be incorporated into the transport layer of the MPEG signal to identify the various channels. The packet header will also include information as to where to insert the vertical blanking interval. In MPEG, the vertical blanking interval is not transmitted from the headend. Therefore, the vertical blanking interval must be generated locally. The packet header eye will identify at what time the vertical blanking

interval is in existence in order to effectuate a seamless switch between analog pictures.

In summary, the combination of clock and the information embedded in either the transport layer of MPEG or in a separate packet on a separate data channel effectuates the linking between each video signal and a corresponding time point. The data channel also includes information designating when all the various video signals will be in synchronism with one another. It is at these points that the microprocessor 260 may direct the pointer to skip from one location to another location, at a time (such as during the VBI) when a seamless switch will result.

D. Trigger Points

Interactivity is further enhanced in the digital interactive embodiments through the application of trigger points 500 scattered at various predetermined times throughout the program, a timeline representation of which is shown in Figure 5. The trigger points 500 correspond to times when interactive events are scheduled to take place during the live sporting event 10. These interactive events could be the selection and playing of video, audio segments, the display of graphics or display of Web pages accessed from Internet Web sites 170. For example, when a viewer's favorite baseball player is at bat, graphics showing past or current performance statistics of the player can be overlaid on the screen while excerpts from an interview with the player can be played for the viewer. While the choice of particular video, audio or graphics is still dependent on viewer selections, the viewer selections in response to displayed graphical interrogatory messages are preferably made during a period at the onset of the program or

when a viewer first tunes into the program. Alternatively, interrogatories are not necessary if the switches are based on the viewer profile stored in memory 265. These viewer selections are then utilized as inputs to macros called up at later times during the program by the controller 260 upon the occurrence of the 5 trigger points 500, identified to the interactive computer by unique codes embedded in the video signal.

The trigger points 500 correspond to the times when the conventional program content can be altered and personalized for the viewers. The programmer can place the trigger points 500 at any time throughout the program. 10 Since the trigger points 500 are unknown to the subscriber, the subscriber does not know when they will receive a personalized message. In other words, an interactive response can either immediately follow a corresponding user selection made to an interrogatory message or occur at a later time corresponding to a trigger point 500, or any combination of the two. Of course, timing of the 15 interactive events should correspond to suitable times in the program where branching to interactive elements is sensible and does not clash with the program content of the conventional video still displayed on the television 165 or other display monitor.

At the onset of a trigger point 500, the controller 260 will select one of 20 several possible audio (or video or graphic display) responses for presentation to the subscriber. As mentioned above and shown in figure 5, some of the responses may comprise a branch to either a video segment, graphics and/or audio segments.

In combination with the use of trigger points 500, the present invention 25 allows for the viewer to select certain options at the onset of the program to suit

the viewers' preferences. For example, if the program broadcast is a live sports event 10, at an early trigger point 500, the viewer could be queried as to whether the viewer would prefer to receive audio in English, Spanish, French, or perhaps hear the local announcer instead of the network announcer. Upon the viewer
 5 selection, the CPU 260 directs a branch to the appropriate interactive segment.

Each trigger point 500 is identified preferably through the broadcast of ACTV codes sent as part of the composite interactive program signal. The codes preferably include, at a minimum, the following information: (1) header identifying the occurrence of a trigger point 500; (2) function ID (e.g., selection of
 10 audio or graphics responses, etc.); and (3) corresponding interrogatory message(s) or particular viewer characteristic or habit based on viewer profile. The first bit sequence simply identifies to the controller that a trigger point 500 is about to occur. The function ID designates the macro or other set of executable instructions for the controller 260 to read and interpret to obtain the desired
 15 result, e.g., a selected video and/or audio response.

Upon extraction of the codes by the data decoder, the controller 260 reads and interprets the codes and calls from memory 265 a particular user selection(s) designated by the trigger point 500 codes. The user selections correspond to subscriber answers to a series of interrogatory messages preferably presented at the
 20 beginning of the program. After obtaining the appropriate user selection(s), the controller 260 reads and performs the executable instructions using the user selection(s) as input(s) in the macro algorithm. The result of the algorithm is either a selected video stream, audio and/or selected graphics response. The video/audio response can be called from memory 265 if it is prestored, called
 25 from external data storage, or the controller 260 can command the switch to

branch to the particular video audio stream if the response is broadcast concurrently with the trigger point 500. After the selected video/audio response is played to the subscriber, the switch branches back to the standard program, shown at time t_1 in Figure 5.

5 As mentioned above, a series of interrogatory messages are preferably presented when the subscriber begins watching the interactive program. These interrogatory messages can be presented in any one of three ways. First, the interrogatory messages can be presented as graphics displays overlaid by the interactive computer workstation onto a video signal, wherein the graphics data
10 is sent in the vertical blanking interval of the composite interactive signal, or alternatively stored on the hard disk or external storage. Second, the interrogatory messages are presented as graphics displays as discussed above, except the graphics data comes from local storage, external data storage (e.g., CD ROM, cartridge, etc.), or a combination of data in the VBI and data called from
15 either local or external data storage. Third, graphics data can be presented in the form of user templates stored at the interactive computer workstation.

User selections corresponding to answers to the n successive interrogatory messages are received by the remote interface 270 at the beginning of the show, stored in memory 265 and used throughout the show at the appropriate trigger
20 points 500 to subtly change program content as the show progresses. Preferably, each interrogatory has a set of possible answers. Next to each possible answer will be some identifier corresponding to a label on a key on the user interface. The subscriber depresses the key corresponding to their answer selection. This selection is decoded by the remote interface 270 and controller 260, stored in

memory 265, preferably RAM, and used later as required by an algorithm designated at a trigger point 500.

E. Internet

5 In addition to the central studio serving as a source of interactive option responses, the Internet can be used as a source of personalized information for interactive responses.

As discussed above, the video programming is preferably created at a centralized location, i.e., the control studio 5 as shown in Figure 1, for
10 distribution to subscribers in their homes. Referring to Figures 1 and 6, in a preferred method, the operator at the control studio 5 must designate certain Web pages to correspond to one of the program options, such as audio and/or graphics options, using control PC 135 and URL encoder 600. Instead of encoding the actual content of the options at the control studio 5, as with the audio, Web
15 address identifiers, i.e., Uniform Resource Locators (URLs) are encoded and sent as part of the data codes from the control PC 135 to the digital multiplexer 140. After multiplexing, the URLs are sent as part of the program signal 615, as described above. Preferably, the URLs, like the various audio and graphics options, have associated time stamps which indicate to the remote digital set top
20 boxes 25 when, during the video program, to display the particular Web pages addressed by the URLs, the selection and display of which is preferably made as a function of viewer responses or viewer profile.

Preferably, each digital set top box 25 has an Internet connection 160 created concurrently with the cable connection. The Internet connection 160 can be via
25 high-speed line, RF, conventional modem. The digital set top box 25 has Internet

access 160 via any of the current ASCII software mechanisms. In a preferred embodiment, in the interactive digital set top box 25, the digital demultiplexer 210 extracts the URLs along with the other data codes. In an alternative embodiment, a local URL decoder 605 at the user site extracts the URLs.

5 In a preferred embodiment, a JAVA enabled browser as well as specialized software for performing part of the method of the present invention are installed on the interactive digital set top box 25. The JAVA enabled browser allows the interactive digital set top box 25 to retrieve the Web pages and is preferred software, since it is platform independent, and thus, enables efficient and flexible
10 transfer of programs, images, etc., over the Internet. The specialized software acts as an interface between the video programming and the Internet functions of the present invention. The processor and software interprets these URLs and directs the JAVA enabled browser to retrieve the particular relevant Web pages, and synchronizes the retrieved Web pages to the video content for display on the
15 television monitor 165 at the appropriate times.

 In the present invention, the viewer also has the capability to link to a channel website at will. For example, if a viewer is interested in purchasing a product described in an advertisement, by merely clicking on a button on their remote 20, the producer's Website could be accessed by Internet connection 160
20 and displayed to the viewer. The viewer could then either obtain more information about the product or order the product, if desired. As described above, this application is possible by sending the URL associated with the producer's Website to the digital cable boxes 25 as part of the interactive program. Upon selection by the viewer, the web browser, located either in the digital set-top

box 25 or externally in a connected PC 610, can retrieve the Web pages. The specialized software then synchronizes the Web pages for video display.

F. Memory

5 The interactive digital set top box 25 of the present invention also has the advantage of remembering subscriber responses and using these responses in choosing a video/audio response, and/or graphics interrogatory message, to present to the student. Memory branching is a technique of the present invention where the algorithm assembles video/audio responses and graphics
10 interrogatory messages according to the current and previous user inputs. Memory branching is accomplished by linking video/audio streams and/or successive graphics interrogatory messages together in a logical relationship. In this scheme, the interactive digital set top box 25 contains logic (preferably, in the software algorithm) and memory 265 to store previous subscriber selections and
15 to process these previous responses in the algorithm to control future video/audio stream selection, as well as future graphics message selection.

G. Digital Viewer Profiles

In a preferred embodiment, the interactive digital cable box 25 can have a
20 "viewer profile" stored in its memory 265. Alternatively, the accumulated profile of viewer characteristics and/or habits can be stored at the control studio 5 or cable headend. If the profile statistics are accumulated at some central location, they can also be sent to each viewer's home. On the other hand, if accumulated in memory 265 at each of the set top terminals 25, the data could be sent to the
25 central location for storage and dissemination by way of the digital back channel.

Decisions regarding personalized advertising and viewing can then be made for a viewer or class of viewers based on the accumulated parameters.

The "viewer profile" preferably contains characteristics of the particular viewer at that subscriber location, such as sex, hobbies, interests, etc. This viewer profile is created by having the viewer respond to a series of questions. Alternatively, the viewer profiles could be created at a control studio and sent to the interactive digital cable box. This information is then used by the cable box software to create a compendium of the viewer's interests and preferences -- i.e., a user profile. The stored user profile would be used in place of the question/answer format, and thus, dictate the branches to interactive segments of interest to the viewer.

Alternatively, the interactive cable box can be programmed to create a user profile of each viewer based on the selections made during one of the interactive programs. If the profile shows that a particular viewer does not enjoy violence, the system can automatically branch to another video signal at the commencement of a fight in a sports program. Furthermore, such a user profile could be modified or enriched over time based on selections made during future interactive programs. For example, the 'memory' technique described above can be used to modify the user profile based on user response over time.

Event data is collected from the viewer when the following command is received and processed by the controller 260 in the interactive digital cable box 25:

VIEWER PROFILE

5 This command is used to enable events which can be utilized for profiling during a show. The events indicated in this command are those profiling events which are possible during the show. The enabled events may be either selected by the viewer during the show, or may be automatically enabled based upon viewer selections.

10

VIEWER_PROFILE EVENT1,...EVENT24

Once the profile is created, the programming choices or interactive responses can be triggered based on the content of the viewer profile itself. For example, if the viewer profile suggests that the viewer is particularly interested in sports cars, a sports car commercial could be played for the viewer at a predetermined point in the program. As another application, if a viewer's profile indicates that the viewer is interested in cooking, whenever the viewer watches such a program, the user profile would trigger the interactive program to download recipes and either display such recipes on the screen or send the recipes to an attached printer.

Viewer profile information can then be collected at the control studio 5 through polling of the viewer cable boxes 25 for viewer selection data. Special polling software is loaded into the digital set top box 25 for performing the polling functions. Alternatively, the invention allows for the digital set top boxes 25 to send back data on command from the control studio 5 or periodically. The command to initiate an upload of viewer profile data is as follows:

UPLOAD EXTENDED

This command is used to initiate the uploading of data to the central site.

5 **UPLOAD_EXTENDED UPLOAD_IDENTIFIER VARIABLE_NAME**
 [PHONE_NUMBER]

	UPLOAD_IDENTIFIER	numeric constant identifying upload.
	VARIABLE_NAME	name of variable to be uploaded
10	PHONE_NUMBER	string, that consists of numbers only. it can be omitted, if not needed.

15 Regardless of whether a polling or periodic scheme is used, the statistics and other user profile information is preferably sent back to the control studio 5 by use of the back-channel.

H. Applications

20 The embodiments, described above, allow for several possible applications. For example, in a live sports event 10, one channel could carry the standard video channel, with other channels carrying different camera angles 100 and/or close-ups of particular players. Other potential video options include instant replay, highlights, player statistics via graphic overlays, etc. Graphics presenting

25 statistical information on the players can be constantly updated using the Chyron system.

The provision of trigger points 500, explained above, can provide for seamless integration of such video options during the sporting event, based on

either the viewer responses to interrogatories at the beginning of the program and/or on the digital viewer profile.

Further, the viewer can become the director with the present invention. For example, the viewer can choose which camera angles 100 to emphasize. In a
 5 broadcast of golf, the viewer can direct whether they desire to follow a particular player from hole-to-hole, focus on one particularly difficult hole. In this manner, the viewer can customize the sporting broadcast to meet his own interests.

Further, the viewer can act as a director to create their own video. During
 10 a live concert 10, for example, the viewer selects various camera angles 100 at different times. These selections along with a time stamp, indicating the program time when each selection was made, are stored in memory 265. When the program is played back a second time, the processor 260 will automatically direct branching between the video channels according to the stored selections at the
 15 time stamp. In this manner, a music video can be created by the viewer.

The viewing experience can be further enlightening for the viewer by implementing games and contests during the live sporting event 10. For example, graphics overlays can be developed that query the viewer during the game. During a football broadcast, for example, viewers can be queried with such
 20 interrogatories as the following:

What will be the next play? (RUN/PASS/KICK);

Will the offense get the first down?;

Will they score on this possession?;

Pick the halftime score;

25 Who will win?

Each viewer's responses can be sent back to the control studio 5 for tabulation of scores. Preferably, the responses are packaged at the digital cable box 25 and transmitted to the control studio 5 via the digital backchannel upon the **UPLOAD EXTENDED** command. Alternatively, tabulation of scores can take 5 place at the digital cable box 25 through the utilization of certain software in memory 265. Each correct answer can correspond to a certain number of points. At the end of the game, the interactive program preferably presents a graphic showing the viewer point total. If desired, advertisers could present special gift certificates for excellent performance in such games. The provision of such 10 certificates would occur by displaying a certain code that a viewer can take to a store to receive the gift. In this manner, viewer interests in sports events can be enhanced.

Further, the viewer has the option with the present invention to block out viewing of certain events. For example, if the viewer is adverse to violence 15 during a sporting event or other type program, the system can block out such options from the viewer with the following data commands:

EVENT

This command is used to indicate occurrence of a certain event (e.g., a fight breaking out during a football game).

20 **EVENT EVENT_NUMBER**

EVENT_NUMBER is a numeric constant.

ON EVENT EXECUTE MACRO

This command is used to implement certain actions (such as an automatic branch to another video channel in order to block out violent event, for 25 example), as soon as the event arrives.

ON_EVENT EVENT_NUMBER MACRO_NUMBER

EVENT_NUMBER is a numeric constant.

MACRO_NUMBER is a numeric constant.

5 I. Two-Way Configuration

The live programming system of the present invention may be operated in a two way configuration, as illustrated in Figure 7. In this mode, the various video signals are processed as previously described, being digitized and compressed at the control studio 5. The signals are then sent to a central
10 switching station, or headend 30.

In this embodiment, the switching between the various live digital signals is accomplished at the headend 30 rather than at the receiver. On the receive end, each digital set-top box 760 relays viewer selections back to the remotely located switching station 30. Preferably, the viewer selections are relayed by way of the
15 digital back channel 770. However, the viewer selections may be relayed to the switching station 30 by any conventional means, such as two-way cable television, telephone or microwave transmission. The switching station 30 receives the viewer selection and routes the desired signal to a transmitter 750 which conventionally transmits the desired video down the appropriate digital
20 cable channel for the particular viewer.

At the central switching station 30, a demultiplexer 710 demultiplexes the compressed signals and places each on a separate bus channel 725. A number of remote control interactive switches 730, 732, 734, 736 are connected to the video signal bus 725. Based on the viewer selections, an algorithm stored in memory
25 265 and under processor 260 control at the central switching station 30, a digital

seamless switch is made and the selected video, audio and/or graphics are forwarded to the viewer home for display.

Such a two-way embodiment could be implemented in a video dial tone or video server system. In such a system, only a single video channel 755 is
5 necessary for each home. Once the viewer selection is received at the server site at the cable headend 30, a switch is made to the appropriate video stream and this stream is sent on the single channel 755 to the home.

Alternatively, it may be desirable to transmit an interactive sporting event over a single telephone line. When the viewer enters a selection on their remote
10 20, a signal is sent by way of the telephone line to the central switching station 30 which routes the desired signal of the interactive program over the user's telephone line so that a single link handles both the interactive choice being made at the receiver and the transmission of that choice from the headend 30 where the actual switching takes place in response to the interactive selection
15 made at the receiver.

The two-way link between the viewer and switching station 30 may be used for other purposes. For example, demographic data may be transferred from the viewer to the broadcast network for commercial purposes, such as targeted advertising, billing, or other commercial or non-commercial purposes.

20 While the present invention has been described primarily with respect to live events, and in particular sporting events, it has equal potential for enhancing content in other program categories. A viewer can become their own director of a murder mystery or other drama. By entering responses to displayed questions at the initiation of or during the show, the program will branch to alternative
25 video/audio segments as a result of the user selections. In this manner, different

viewers with different selections may end up with a different murderer at the conclusion of the broadcast.

5 Using the foregoing embodiments, methods and processes, the interactive multimedia computer maximizes personalized attention and interactivity to subscribers in their homes in real time. It will be appreciated that variations in and modifications to the embodiments described and illustrated may be made within the scope of the accompanying claims.

10 A live interactive digital programming system, and a method for providing live interactive digital programming, as described herein, are described and claimed in our copending application No. 2338388 from which the present case is divided.

CLAIMS

1. A live interactive digital programming system, comprising:
means for receiving live programming, wherein the programming contains
5 a plurality of digital video and audio;
a viewer interface for receiving viewer entries;
a microprocessor, connected to the viewer interface, for selecting and
switching to one of the video and audio signals based on at least one of the
viewer entries;
10 means for displaying the selected video signal; and
means for playing the selected audio signal.
2. A live interactive digital presentation system as claimed in Claim 1,
wherein the live programming is received from a satellite transmission system.
15
3. A live interactive digital presentation system as claimed in Claim 1,
wherein the live programming is received from a cable distribution system.
4. A live interactive digital presentation system as claimed in Claim 1,
20 wherein the live programming is received from a broadcast transmission system.
5. A live interactive digital presentation system as claimed in Claim 1,
wherein the live programming is received within a private network.
- 25 6. A live interactive digital presentation system as claimed in Claim 1,
wherein the live programming is received within an in-stadium network.
7. A live interactive digital presentation system as claimed in Claim 1,
wherein the system is embodied in a computer workstation.
30
8. A live interactive digital presentation system as claimed in Claim 1,
wherein the live programming is received over the Internet.

9. A live interactive digital presentation system as claimed in Claim 1,
wherein the plurality of digital video signals corresponds to different
predetermined camera angles.
- 5 10. A live interactive digital presentation system as claimed in Claim 1,
wherein one of the plurality of digital video signals corresponds to a main
program video feed.
- 10 11. A live interactive digital presentation system as claimed in Claim 1,
wherein each of the plurality of digital video signals corresponds to separate
audio signals.
12. A live interactive digital presentation system as claimed in Claim 1,
wherein the programming contains one or more information segment addresses,
15 wherein the information segment addresses specify one or more addresses of
information segments, the system further comprising:
means for decoding, connected to the receiving means, the information
segment addresses;
means for retrieving, connected to the decoding means, the information
20 segments at a determined information segment addresses;
wherein the display means presents the video signal at the same time or
as a replacement for the information segments.
13. A live interactive digital presentation system as claimed in Claim 12,
25 wherein the information address segments are uniform resource locators, the
uniform resource locators specifying Internet Web site addresses.
14. A live interactive digital presentation system as claimed in Claim 12,
wherein the information address segments are database indexes on networks.
- 30 15. A system for providing live interactive digital programming, comprising:

means for receiving video signals some of which are from a plurality of video cameras, one or more of the cameras relaying a different predetermined view of a live event;

5 means for producing one or more audio signals corresponding to the live event;

means for generating one or more graphics signals;

at least one digital compression device, connected to the receiving and producing means, for digitally compressing the video, graphics and audio signals;

10 a digital multiplexer, connected to the digital compression device, for multiplexing the video, graphics and audio signals, into a combined digital program stream; and

means for transmitting the combined digital program stream.

16. A system as claimed in Claim 15, wherein the transmission means is a
15 satellite transmission system.

17. A system as claimed in Claim 15, wherein the transmission means is a cable distribution system.

20 18. A system as claimed in Claim 15, wherein the transmission means is a broadcast transmission system.

19. A system as claimed in Claim 15, wherein the combined digital program stream is received within a private network.

25

20. A system as claimed in Claim 15, wherein the combined digital program stream is received within an in-stadium network.

21. A system as claimed in Claim 15, wherein the combined digital program
30 stream is received over the Internet.

22. A method for providing live interactive digital programming, comprising the steps of:

obtaining video signals from a plurality of video cameras, one or more of the cameras relaying a different view of a live event;

producing one or more audio signals corresponding to the live event;

receiving the video and audio signals in a control studio;

5 digitally compressing the video and audio signals;

digitally multiplexing the video and audio signals into a combined digital program stream;

transmitting the combined digital program stream;

receiving the combined digital program stream at a receive site;

10 digitally demultiplexing the video and audio signals; and

displaying the video signal on a screen.

23. A method as claimed in Claim 22, wherein the combined digital program stream is transmitted over a satellite transmission system.

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24. A method as claimed in Claim 22, wherein the combined digital program stream is transmitted over a cable distribution system.

25. A method as claimed in Claim 22, wherein the combined digital program is
20 transmitted over a broadcast transmission system.

26. A system as claimed in Claim 22, wherein the combined digital program stream is received within a private network.

25 27. A system as claimed in Claim 22, wherein the combined digital program stream is received within an in-stadium network.

28. A system as claimed in Claim 22, wherein the combined digital program stream is received over the Internet.

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29. A method as claimed in Claim 22, further comprising the steps of:
gathering viewer specific information;
creating a viewer profile with gathered viewer specific information;

wherein selecting the video and audio signals is based in part on the viewer profile.

30. A method as claimed in Claim 22, further comprising the steps of storing
5 the viewer profile in a database.

31. A method as claimed in Claim 30, wherein the database is located at a site remote from the receive site.

10 32. A method as claimed in Claim 30, wherein the database is located at the receive site.

33. A method as claimed in Claim 22, wherein the step of gathering viewer specific information comprises the steps of:

15 displaying at least one interrogatory to the viewer, the content of the interrogatory involving program options;
collecting entries from the viewer in response to the interrogatories, and
wherein the selection of video or audio signals is based in part on the collected viewer entries.

20 34. A method for providing live interactive digital programming, comprising:
receiving live interactive programming, the live interactive programming comprising a plurality of digitally compressed video and audio, and one or more information segment addresses specifying one or more addresses of related
25 information segments, the reception system comprising:

obtaining viewer entries;
selecting one of the video and audio signals and directing a switch to the selected video and audio signals;
decoding the information segment addresses;
30 retrieving the one or more information segments residing at the determined addresses;
demultiplexing the selected video and audio signals;
decompressing the demultiplexed selected video and audio signals; and

presenting the video, audio signals and information segments.

35. A method as claimed in Claim 34, wherein the information segment addresses are uniform resource locators, the uniform resource locators
5 specifying Internet Web sites.

36. A method of providing to a user digital programming at a receiver station, comprising the steps of:
receiving a plurality of digitally compressed video signals, each signal
10 corresponding to a different video option of a program, wherein the plurality of video signals comprise at least one replay video and at least one standard video signal;
selecting one of the video options;
digitally decompressing the selected video signal corresponding to the
15 selected video option; and
displaying the selected video signal corresponding to the selected video option, wherein visual transition to the selected video signal is seamless.

37. A method as claimed in Claim 36, wherein the receiver station is a digital
20 television.

38. A method as claimed in Claim 36, wherein the receiver station comprises a personal computer.

25 39. A method as claimed in Claim 36, wherein the receiver station comprises a digital cable box and a television, operably connected to the digital cable box.

40. A method as claimed in Claim 36, further comprising the steps of:
indicating to the user the different video options;
30 receiving from the user a command indicating the selected video option.

41. A method as claimed in Claim 36, wherein the plurality of video signals further comprise at least one closeup video and at least one slow motion video replay.

5 42. A method as claimed in Claim 36, wherein the selected video option corresponds to the replay video.

43. A method as claimed in Claim 36, wherein the digital programming is received from a digital versatile disk.

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44. A method as claimed in Claim 36, wherein the digital programming is received from a cable headend.

15 45. A method as claimed in Claim 36, wherein the digital programming is received from satellite broadcast.

46. A method as claimed in Claim 36, further comprising the steps of:
creating a viewer profile;
wherein the selecting step comprises the substep of selecting the video
20 option based at least in part on the viewer profile.

47. A method as claimed in Claim 36, further comprising the steps of:
obtaining a plurality of graphics segments;
selecting at least one graphic segment;
25 displaying the selected graphic segments.

48. A method as claimed in Claim 47, wherein at least one of the graphics segments is stored locally to the receiver station.

30 49. A method as claimed in Claim 47, wherein at least one of the graphics segments is received over a communications link from a remote source.

50. A method as claimed in Claim 47, wherein at least one of the graphics segments is received over a communications link with an online service provider.

51. A method as claimed in Claim 36, further comprising the step of receiving
5 a plurality of audio signals.

52. A method as claimed in Claim 51, wherein each audio signal is associated with one of the video signals.

10 53. A method as claimed in Claim 51, wherein at least one of the audio signals is stored locally to the receiver station.

54. A method as claimed in Claim 51, wherein at least one of the audio signals is received over a communications link from a remote source.
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55. A method as claimed in Claim 51, wherein at least one of the audio signals is received over a communications link with an online service provider.

56. A method for providing digital video programming, comprising the steps of:
20 obtaining a plurality of video signals;
delaying at least one of the video signals for a predetermined amount of time to create a replay video signal;
producing one or more audio signals;
digitally compressing the video and audio signals into a combined digital
25 program stream;
transmitting the combined digital program stream.

57. A method as claimed in Claim 56, wherein the plurality of video signals are obtained from a plurality of video cameras, at least one of the cameras relaying a
30 view of a live event.

58. A method of providing to a user digital programming at a receiver station, and during viewing of one of a plurality of video signals associated with the digital

programming, accessing an Internet site through an Internet address, comprising the steps of:

receiving a plurality of digitally compressed video signals, each signal corresponding to a different video option of a program, wherein the plurality of

5 video signals comprises a standard video signal;

selecting one of the video options;

digitally decompressing the selected video signal corresponding to the selected video option; and

10 displaying the selected video signal corresponding to the selected video option;

obtaining at least one address associated with at least one Web site; and

automatically establishing, based on a user response, a communications link with the address indicated Web site.

15 59. A method as claimed in Claim 58, further comprising the step of using the communications link to receive information from the Web site.

60. A method as claimed in Claim 59, wherein the received information contains at least one graphics segment.

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61. A method as claimed in Claim 59, wherein the received information contains a video segment.

62. A method as claimed in Claim 59, wherein the received information

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63. A method as claimed in Claim 60, wherein the graphics segment is displayed to the user.

30 64. A method as claimed in Claim 61, wherein the video segment is displayed to the user.

65. A method as claimed in Claim 62, wherein the audio segment is played for the user.

5 66. A method as claimed in Claim 58, wherein the receiver station is a digital television.

67. A method as claimed in Claim 58, wherein the receiver station comprises a personal computer with a television card.

10 68. A method as claimed in Claim 58, wherein the receiver station comprises a digital cable box and a television, operably connected to the digital cable box.

15 69. A method as claimed in Claim 58, wherein the plurality of video signals further comprise at least one closeup video and at least one slow motion video replay.

70. A method as claimed in Claim 58, wherein the selected video option corresponds to the replay video.

20 71. A method as claimed in Claim 58, wherein the digital programming is received from a digital versatile disk.

72. A method as claimed in Claim 58, wherein the digital programming is received from a CD ROM.

25 73. A method as claimed in Claim 58, wherein the digital programming is received from an Internet connection.

30 74. A method as claimed in Claim 58, wherein the digital programming is received from a cable headend.

75. A method as claimed in Claim 58, wherein the digital programming is received from satellite broadcast.

76. A method as claimed in Claim 58, further comprising the steps of:
creating a viewer profile;
wherein the selecting step comprises the substep of selecting the video
5 option based at least in part on the viewer profile.
77. A method as claimed in Claim 58, further comprising the steps of:
obtaining a plurality of graphics segments;
selecting at least one graphic segment;
10 displaying the selected graphic segments.
78. A method as claimed in Claim 77, wherein at least one of the graphics
segments is stored locally to the receiver station.
- 15 79. A method as claimed in Claim 77, wherein at least one of the graphics
segments is received over a communications link from a remote source.
80. A method as claimed in Claim 77, wherein at least one of the graphics
segments is received over a communications link with an online service provider.
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81. A method as claimed in Claim 58, further comprising the step of receiving
a plurality of audio signals.
82. A method as claimed in Claim 81, wherein each audio signal is associated
25 with one of the video signals.
83. A method as claimed in Claim 81, wherein at least one of the audio
signals is stored locally to the receiver station.
- 30 84. A method as claimed in Claim 81, wherein at least one of the audio
signals is received over a communications link from a remote source.

85. The method as claimed in Claim 81, wherein at least one of the audio signals is received over a communications link with an online service provider.

86. A system of providing to a user digital programming at a receiver station,
5 and during viewing of one of a plurality of video signals associated with the digital programming, accessing an Internet site through an Internet address, comprising:

means for receiving a plurality of digitally compressed video signals, each signal corresponding to a different video option of a program, wherein the
10 plurality of video signals comprises a standard video signal;

a processor, connected to the receiving means, wherein the processor selects one of the video options;

a digital decompressor, operably connected to the processor, for decompressing the selected video signal corresponding to the selected video
15 option;

a display screen, operably connected to the digital decompressor, for displaying the selected video signal corresponding to the selected video option;

means for obtaining at least one address associated with at least one Web site; and

20 means for automatically establishing, based on a user response, a communications link with the address indicated Web site.

87. A system as claimed in Claim 86, further comprising means for receiving information from the Web site.

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88. A system as claimed in Claim 87, wherein the received information contains at least one graphics segment.

89. A system as claimed in Claim 87, wherein the received information
30 contains a video segment.

90. A system as claimed in Claim 87, wherein the received information contains an audio segment.

91. A system as claimed in Claim 88, wherein the graphics segment is displayed to the user on the display screen.

5 92. A system as claimed in Claim 89, wherein the video segment is displayed to the user on the display screen.

93. A system as claimed in Claim 90, further comprising a speaker, wherein the audio segment is played for the user on the speaker.

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94. A system as claimed in Claim 86, wherein the receiver station comprises a digital television.

15 95. A system as claimed in Claim 86, wherein the receiver station comprises a personal computer.

96. A system as claimed in Claim 86, wherein the receiver station comprises a digital cable box and a television, operably connected to the digital cable box.

20 97. A system as claimed in Claim 86, wherein the plurality of video signals further comprise at least one closeup video and at least one slow motion video replay.

25 98. A system as claimed in Claim 86, wherein the selected video option corresponds to the replay video.

99. A system as claimed in Claim 86, further comprising a digital versatile disk, wherein the digital programming is received from the digital versatile disk.

30 100. A system as claimed in Claim 86, further comprising a CD ROM, wherein the digital programming is received from the CD ROM.

101. A system as claimed in Claim 86, wherein the digital programming is received from an Internet connection.

102. A system as claimed in Claim 86, wherein the digital programming is
5 received from a cable headend.

103. A system as claimed in Claim 86, wherein the digital programming is received from satellite broadcast.

10 104. A system as claimed in Claim 86, further comprising a storage device, wherein a viewer profile is stored in the storage device and the processor selects the video option based at least in part on the viewer profile.

105. A system as claimed in Claim 86, further comprising:
15 means for obtaining a plurality of graphics segments;
wherein the processor selects at least one graphic segment and the selected graphics segment is displayed on the display screen.

106. A system as claimed in Claim 105, further comprising a storage device,
20 wherein at least one of the graphics segments is stored in the storage device.

107. A system as claimed in Claim 105, wherein at least one of the graphics segments is received over a communications link from a remote source.

25 108. A system as claimed in Claim 105, wherein at least one of the graphics segments is received over a communications link with an online service provider.

109. A system as claimed in Claim 86, further comprising a means for receiving a plurality of audio signals.

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110. A system as claimed in Claim 109, wherein each audio signal is associated with one of the video signals.

111. A system as claimed in Claim 109, further comprising a storage device, wherein at least one of the audio signals is stored in the storage device.

112. A system as claimed in Claim 109, wherein at least one of the audio
5 signals is received over a communications link from a remote source.

113. A system as claimed in Claim 109, wherein at least one of the audio signals is received over a communications link with an online service provider.

10 114. A method of providing to a user digital interactive programming at a receiver station, and during viewing of one of a plurality of video signals associated with the digital programming, accessing an Internet site through an Internet address received at the station, comprising the steps of:

15 receiving a plurality of digitally compressed video signals, each signal corresponding to a different video option of a program, wherein the plurality of video signals comprises a standard video signal;

selecting one of the video options;

digitally decompressing the selected video signal corresponding to the selected video option; and

20 displaying the selected video signal corresponding to the selected video option;

obtaining at least one address associated with at least one Internet site;

sending a message request to the address indicated Internet site;

25 automatically establishing a communications link with the address indicated Internet site;

receiving Internet information from the Internet site;

wherein the communications link is automatically established with the Internet site without user interaction.

30 115. A method as claimed in Claim 114, wherein the received information contains at least one graphics segment.

116. A method as claimed in Claim 114, wherein the received information contains a video segment.

117. A method as claimed in Claim 114, wherein the received information
5 contains an audio segment.

118. A method as claimed in Claim 115, wherein the graphics segment is displayed to the user.

10 119. A method as claimed in Claim 116, wherein the video segment is displayed to the user.

120. A method as claimed in Claim 117, wherein the audio segment is played for the user.

15

121. A method as claimed in Claim 114, wherein the receiver station is a digital television.

122. A method as claimed in Claim 114, wherein the receiver station comprises
20 a personal computer with a television card.

123. A method as claimed in Claim 114, wherein the receiver station comprises a digital cable box and a television, operably connected to the digital cable box.

25 124. A method as claimed in Claim 114, wherein the plurality of video signals further comprise at least one closeup video and at least one slow motion video replay.

125. A method as claimed in Claim 114, wherein the selected video option
30 corresponds to the replay video.

126. A method as claimed in Claim 114, wherein the digital programming is received from a digital versatile disk.

127. A method as claimed in Claim 114, wherein the digital programming is received from a CD ROM.
- 5 128. A method as claimed in Claim 114, wherein the digital programming is received from an Internet connection.
129. A method as claimed in Claim 114, wherein the digital programming is received from a cable headend.
- 10 130. A method as claimed in Claim 114, wherein the digital programming is received from satellite broadcast.
- 15 131. A method as claimed in Claim 114, further comprising the steps of:
creating a viewer profile;
wherein the selecting step comprises the substep of selecting the video option based at least in part on the viewer profile.
- 20 132. A method as claimed in Claim 114, further comprising the steps of:
obtaining a plurality of graphics segments;
selecting at least one graphic segment;
displaying the selected graphic segments.
- 25 133. A method as claimed in Claim 132, wherein at least one of the graphics segments is stored locally to the receiver station.
134. A method as claimed in Claim 132, wherein at least one of the graphics segments is received over a communications link from a remote source.
- 30 135. A method as claimed in Claim 132, wherein at least one of the graphics segments is received over a communications link with an online service provider.

136. A method as claimed in Claim 114, further comprising the step of receiving a plurality of audio signals.

137. A method as claimed in Claim 136, wherein each audio signal is
5 associated with one of the video signals.

138. A method as claimed in Claim 136, wherein at least one of the audio signals is stored locally to the receiver station.

10 139. A method as claimed in Claim 136, wherein at least one of the audio signals is received over a communications link from a remote source.

140. A method as claimed in Claim 136, wherein at least one of the audio signals is received over a communications link with an online service provider.

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141. A system of providing to a user digital programming at a receiver station, and during viewing of one of a plurality of video signals associated with the digital programming, accessing an Internet site through an Internet address received at the station, comprising:

20 means for receiving a plurality of digitally compressed video signals, each signal corresponding to a different video option of a program, wherein the plurality of video signals comprises a standard video signal;

a processor, connected to the receiving means, wherein the processor selects one of the video options;

25 a digital decompressor, operably connected to the processor, for decompressing the selected video signal corresponding to the selected video option; and

a display screen operably connected to the digital decompressor, for displaying the selected video signal corresponding to the selected video option;

30 means for obtaining at least one address associated with at least one Internet site;

means for automatically establishing a communications link with the address indicated Internet site;

means for receiving Internet information from the Internet site;
wherein the communications link is automatically established with the
Internet site without user interaction.

5 142. A system as claimed in Claim 141, wherein the received information
contains at least one graphics segment.

143. A system as claimed in Claim 141, wherein the received information
contains a video segment.

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144. A system as claimed in Claim 141, wherein the received information
contains an audio segment.

145. A system as claimed in Claim 141, wherein the graphics segment is
15 displayed to the user on the display screen.

146. A system as claimed in Claim 143, wherein the video segment is
displayed to the user on the display screen.

20 147. A system as claimed in Claim 144, further comprising a speaker, wherein
the audio segment is played for the user on the speaker.

148. A system as claimed in Claim 141, wherein the receiver station comprises
a digital television.

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149. A system as claimed in Claim 141, wherein the receiver station comprises
a personal computer with a television card.

150. A system as claimed in Claim 141, wherein the receiver station comprises
30 a digital cable box and a television, operably connected to the digital cable box.

151. A system as claimed in Claim 141, wherein the plurality of video signals further comprise at least one closeup video and at least one slow motion video replay.

- 5 152. A system as claimed in Claim 141, wherein the selected video option corresponds to the replay video.

153. A system as claimed in Claim 141, further comprising a digital versatile disk, wherein the digital programming is received from the digital versatile disk.

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154. A system as claimed in Claim 141, further comprising a CD ROM, wherein the digital programming is received from the CD ROM.

- 15 155. A system as claimed in Claim 141, wherein the digital programming is received from an Internet connection.

156. A system as claimed in Claim 141, wherein the digital programming is received from a cable headend.

- 20 157. A system as claimed in Claim 141, wherein the digital programming is received from satellite broadcast.

158. A system as claimed in Claim 141, further comprising a storage device, wherein a viewer profile is stored in the storage device and the processor selects
25 the video option based at least in part on the viewer profile.

159. A system as claimed in Claim 141, further comprising:
means for obtaining a plurality of graphics segments;
wherein the processor selects at least one graphic segment and the
30 selected graphics segment is displayed on the display screen.

160. A system as claimed in Claim 159, further comprising a storage device, wherein at least one of the graphics segments is stored in the storage device.

161. A system as claimed in Claim 159, wherein at least one of the graphics segments is received over a communications link from a remote source.

5 162. A system as claimed in Claim 159, wherein at least one of the graphics segments is received over a communications link with an online service provider.

163. A system as claimed in Claim 141, further comprising means for receiving a plurality of audio signals.

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164. A system as claimed in Claim 163, wherein each audio signal is associated with one of the video signals.

15 165. A system as claimed in Claim 163, further comprising a storage device, wherein at least one of the audio signals is stored in the storage device.

166. A system as claimed in Claim 163, wherein at least one of the audio signals is received over a communications link from a remote source.

20 167. A system as claimed in Claim 163, wherein at least one of the audio signals is received over a communications link with an online service provider.

168. A method of providing to a user digital programming at a receiver station, comprising the steps of:

25 receiving a plurality of digitally compressed video signals, each signal corresponding to a different video option of a program;

creating a profile for the user;

selecting one of the video options, wherein the video option is selected based upon the user's profile resulting in a program tailored to the user;

30 digitally decompressing the selected video signal corresponding to the selected video option; and

displaying the selected video signal corresponding to the selected video option, wherein visual transition to the selected video signal is seamless.

169. A method as claimed in Claim 168, further comprising the step of storing the user profile in memory at the receiver station.

5 170. A method as claimed in Claim 168, wherein the user profile contains data indicating the user's viewing characteristics.

171. A method as claimed in Claim 168, wherein the user profile contains data indicating a user's personal profile.

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172. A method as claimed in Claim 168, wherein the user profile is stored in memory at a central location.

15 173. A method as claimed in Claim 168, wherein at least one of the video signals is an advertisement.

174. A method as claimed in Claim 168, wherein the user profile contains selections made by the user during an interactive program.

20 175. A method as claimed in Claim 168, wherein the user profile contains data collected from user responses to interrogatories, wherein the interrogatories are part of the program.

25 176. A method as claimed in Claim 168, wherein data for the user profile is collected by polling the receiver station from the central location.

177. A method as claimed in Claim 168, wherein the receiver station is a digital television.

30 178. A method as claimed in Claim 168, wherein the receiver station comprises a personal computer with a television card.

179. A method as claimed in Claim 168, wherein the receiver station comprises a digital cable box and a television, operably connected to the digital cable box.

5 180. A method as claimed in Claim 168, further comprising the steps of:
indicating to the user the different video options;
receiving from the user a command indicating the selected video option.

10 181. A method as claimed in Claim 168, wherein the plurality of video signals further comprise at least one closeup video and at least one slow motion video replay.

182. A method as claimed in Claim 168, wherein the selected video option corresponds to the replay video.

15 183. A method as claimed in Claim 168, wherein the digital programming is received from a digital versatile disk.

184. A method as claimed in Claim 168, wherein the digital programming is received from a cable headend.

20 185. A method as claimed in Claim 168, wherein the digital programming is received from satellite broadcast.

25 186. A method as claimed in Claim 168, further comprising the steps of:
obtaining a plurality of graphics segments;
selecting at least one graphic segment;
displaying the selected graphic segments.

30 187. A method as claimed in Claim 186, wherein at least one of the graphics segments is stored locally to the receiver station.

188. A method as claimed in Claim 186, wherein at least one of the graphics segments is received over a communications link from a remote source.

189. A method as claimed in Claim 186, wherein at least one of the graphics segments is received over a communications link with an online service provider.

5 190. A method as claimed in Claim 168, further comprising the step of receiving a plurality of audio signals.

191. A method as claimed in Claim 190, wherein each audio signal is associated with one of the video signals.

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192. A method as claimed in Claim 190, wherein at least one of the audio signals is stored locally to the receiver station.

15 193. A method as claimed in Claim 190, wherein at least one of the audio signals is received over a communications link from a remote source.

194. A method as claimed in Claim 190, wherein at least one of the audio signals is received over a communications link with an online service provider.

20 195. A system of providing to a user digital programming at a receiver station, comprising:

means for receiving a plurality of digitally compressed video signals, each signal corresponding to a different video option of a program;

25 a processor, operably connected to the receiving means, for selecting one of the video options, wherein the video option is selected based upon a user profile resulting in a program tailored to the user;

means for digitally decompressing the selected video signal corresponding to the selected video option; and

30 means for displaying the selected video signal corresponding to the selected video option, wherein visual transition to the selected video signal is seamless.

196. A system as claimed in Claim 195, wherein the user profile contains data indicating the user's viewing characteristics.

197. A system as claimed in Claim 195, further comprising means for storing
5 the user profile.

198. A system as claimed in Claim 195, wherein the user profile contains data indicating a user's personal profile.

10 199. A system as claimed in Claim 195, wherein the user profile storage means is located at a central location.

200. A system as claimed in Claim 195, wherein at least one of the video
signals is an advertisement.

15

201. A system as claimed in Claim 195, wherein the user profile contains selections made by the user during an interactive program.

202. A system as claimed in Claim 195, wherein the user profile contains data
20 collected from user responses to interrogatories, wherein the interrogatories are part of the program.

203. A system as claimed in Claim 195, wherein data for the user profile is collected by polling the receiver station from a central location.

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204. A system as claimed in Claim 195, wherein the receiver station is a digital television.

205. A system as claimed in Claim 195, wherein the receiver station comprises
30 a personal computer with a television card.

206. A system as claimed in Claim 195, wherein the receiver station comprises a digital cable box and a television, operably connected to the digital cable box.

207. A system as claimed in Claim 195, wherein the digital programming is received from a digital versatile disk.

5 208. A system as claimed in Claim 195, wherein the digital programming is received from a cable headend.

209. A system as claimed in Claim 195, wherein the digital programming is received from satellite broadcast.

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210. A system as claimed in Claim 195, wherein the plurality of video signals represent advertisements.

211. A reception unit for receiving programming and performing a switch
15 without visual perceptible delay from a first digital video signal multiplexed in a first program signal received in a first RF channel to a second digital video signal multiplexed in a second program signal received in a second RF channel, the second digital video containing two video programs that will be displayed simultaneously in a picture-in-picture format or side by side, comprising:

20

a microprocessor, the microprocessor selecting the signals for display;

a first tuner, connected to the microprocessor, for tuning to the first RF channel, wherein the first tuner selects the first RF channel on command from the microprocessor;

25 a first digital demodulator, connected to the first tuner, for demodulating the first program signal;

a digital demultiplexer/decoder, connected to the first digital demodulator and microprocessor, for demultiplexing the first program signal to obtain the first digital video signal, containing a buffer for buffering the first digital video signal, and for decompressing the first digital video signal;

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a second tuner, connected to the microprocessor, the second tuner pre-tuning to the second RF channel, wherein the second tuner selects the second RF channel on command from the microprocessor;

a second digital demodulator, connected to the second tuner, for demodulating the second program signal;

wherein, upon command from the microprocessor to switch to the second digital video signal, the digital demultiplexer/decoder searches for the splice point of the first digital video signal and upon recognition of the splice point, loads the second digital video signal into the buffer as the first digital video signal continues to play out upon command from the microprocessor, and the switch from the first digital video signal to the second digital video signal occurs without visual perceptible delay;

a display device for displaying the two video programs of the second video signal either side by side or in a picture-in-picture format.

212. A reception unit as claimed in Claim 211, wherein the first and second program signals are received from one of the group consisting of a satellite transmission system, a cable transmission system, a broadcast transmission system, PSTN, a private network, and an in-stadium network.

213. A reception unit as claimed in Claim 211 or Claim 212, wherein at least one of the two video programs of the second digital video corresponds to a predetermined camera angle.

214. A reception unit as claimed in Claim 211 or Claim 212, wherein at least one of the two video programs of the second digital video is selected from the group consisting of a live program event and a pre-recorded program event.

215. A reception unit as claimed in Claim 211 or Claim 212, wherein at least one of the two video programs of the second digital video corresponds to a main program feed.

216. A reception unit as claimed in Claim 211 or Claim 212, wherein the first digital video signal corresponds to a main program feed.

217. A reception unit as claimed in Claim 211 or Claim 212, wherein one of the two video programs of the second digital video corresponds to a replay.

218. A reception unit as claimed in Claim 211 or Claim 212, wherein one of the two video programs corresponds to a main program feed and the other video program corresponds to one selected from the group consisting of a replay, a predetermined camera angle, an advertisement, an individual focus, slow motion video, and statistics.

219. A reception unit as claimed in Claim 211, wherein the first and the second program signals are received from one of the group consisting of a digital video disk, a CD ROM, and a computer hard drive.

220. A reception unit for simultaneously displaying a first digital video signal multiplexed in a first program signal received in a first RF channel with a second digital video signal multiplexed in a second program signal received in a second RF channel, the first and second displayed simultaneously in a picture-in-picture format, comprising:

a microprocessor, the microprocessor selecting the signals for display;
a first tuner, connected to the microprocessor, for tuning to the first RF channel, wherein the first tuner selects the first RF channel on command from the microprocessor;

a first digital demodulator, connected to the first tuner, for demodulating the first program signal;

a digital demultiplexer/decoder, connected to the first digital demodulator and microprocessor, for demultiplexing the first program signal to obtain the first digital video signal, containing a buffer for buffering the first digital video signal, and for decompressing the first digital video signal;

a second tuner, connected to the microprocessor, the second tuner pre-tuning to the second RF channel, wherein the second tuner selects the second RF channel on command from the microprocessor;

a second digital demodulator, connected to the second tuner, for demodulating the second program signal;

a digital demultiplexer/decoder, connected to the second digital demodulator and microprocessor, for demultiplexing the second program signal to obtain the second digital video signal, containing a buffer for buffering the second digital video signal, and for decompressing the second digital video signal; and

a display device for displaying the first digital video signal and the second digital video signal simultaneously in either a side by side or in a picture-in-picture format.

221. A reception unit as claimed in Claim 220, wherein at least one of the first and second program signals are received from one of the group consisting of a satellite transmission system, a cable transmission system, PSTN, a broadcast transmission system, a private network, and an in-stadium network.

222. A reception unit as claimed in Claim 220 or Claim 221, wherein at least one of the two digital video signals corresponds to a predetermined camera angle.

223. A reception unit as claimed in Claim 220 or Claim 221, wherein at least one of the two digital video signals corresponds to a main program feed.

224. A reception unit as claimed in Claim 220 or Claim 221, wherein at least one of the two digital video signals is selected from the group consisting of a live program event and a prerecorded program event.

225. A reception unit as claimed in Claim 220 or Claim 221, wherein at least one of the two digital video signals corresponds to a replay.

226. A reception unit as claimed in Claim 220 or Claim 221, wherein at least one of the two digital video signals corresponds to a main program feed and the other digital video signal corresponds to one selected from the group consisting

of a replay, a predetermined camera angle, an advertisement, an individual focus, slow motion video, and statistics.

227. A reception unit as claimed in Claim 220, wherein the first and the second
5 program signals are received from one of the group consisting of a digital video disk, a CD ROM, and a computer hard drive.

228. A reception unit for receiving programming and capable of performing
switches without visual perceptible delay from either a first analog signal to a
10 second analog signal, an analog signal to a digital signal, or a first digital video signal to a second digital video signal, comprising:

- a microprocessor, for selecting one of the video signals and directing a
switch to the selected video signal without visual perceptible delay;
- 15 a pair of tuners, connected to the microprocessor, for tuning to RF channels, wherein the pair of tuners selects the RF channels on command from the microprocessor;
- a pair of analog demodulators, each analog demodulator connected to one of the tuners, and capable of receiving one analog signal;
- 20 a pair of digital demodulators, each digital demodulator connected to one of the tuners, and capable of receiving one digital signal;
- a digital demultiplexer/decoder, connected to the pair of digital demodulators, for demultiplexing digital signals, decompressing the digital signals, and for performing a switch from one digital video signal to another
25 digital video signal without visual perceptible delay, wherein the switched to digital video signal comprises two video programs in a picture-in-picture format;
- a digital display processor, connected to the output of the digital demultiplexer/decoder, for converting the decompressed output digital signal to an analog signal; and
- 30 a vertical blanking interval switch, operably connected to the output of the digital demultiplexer/decoder and the output of the analog demodulator, for switching between the analog video signals without visual perceptible delay.

229. A reception unit as claimed in Claim 228, wherein at least one of the video signals are received from one of the group consisting of a satellite transmission system, a cable transmission system, a broadcast transmission system, PSTN, a private network, and an in-stadium network.

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230. A reception unit as claimed in Claim 228, wherein the reception unit is selected as one of the group consisting of a computer workstation with a television card, a television operably connected to an analog cable set top box, a digital television, a television operably connected to a digital cable box, and a
10 television operably connected to a computer workstation.

231. A reception unit as claimed in Claim 228, wherein at least one of the two video programs of the switched to digital video signal corresponds to a predetermined camera angle.

15

232. A reception unit as claimed in Claim 228, wherein at least one of the two video programs of the switched to digital video signal corresponds to a main program feed.

20 233. A reception unit as claimed in Claim 228, wherein at least one of the two video programs of the switched to digital video signal is selected from the group consisting of a live program event and a pre-recorded program event.

234. A reception unit as claimed in Claim 228, wherein at least one of the two
25 video programs of the switched to digital video signal corresponds to a replay.

235. A reception unit as claimed in Claim 228, wherein at least one of the two video programs of the switched to digital video signal corresponds to a main program feed and the other digital video signal corresponds to one selected from
30 the group consisting of a replay, a predetermined camera angle, an advertisement, an individual focus, slow motion video, and statistics.

236. A reception unit as claimed in Claim 228, wherein at least one of the video signals are received from one of the group consisting of a digital video disk, a CD ROM, and a computer hard drive.

5 237. A reception unit for receiving programming and capable of performing switches without visual perceptible delay from either a first analog signal to a second analog signal, an analog signal to a digital signal, or a first digital video signal to a second digital video signal, comprising:

10 a microprocessor, for selecting one of the video signals and directing a switch to the selected video signal without visual perceptible delay;

a pair of tuners, connected to the microprocessor, for tuning to RF channels, wherein the pair of tuners selects the RF channels on command from the microprocessor;

15 a pair of analog demodulators, each analog demodulator connected to one of the tuners, and capable of receiving one analog signal;

a pair of digital demodulators, each digital demodulator connected to one of the tuners, and capable of receiving one digital signal;

20 a digital demultiplexer/decoder, connected to the pair of digital demodulators, for demultiplexing digital signals, decompressing the digital signals, and for performing a switch from one digital video signal to another digital video signal without visual perceptible delay;

25 a digital display processor, connected to the output of the digital demultiplexer/decoder, for converting the decompressed output digital signal to an analog signal; and

30 a vertical blanking interval switch, operably connected to the output of the digital demultiplexer/decoder and the output of the analog demodulator, for switching between the analog video signals without visual perceptible delay, wherein the switched to analog video signal comprises two video programs in a picture-in-picture or side by side format.

238. A reception unit as claimed in Claim 237, wherein at least one of the video signals are received from one of the group consisting of a satellite transmission

system, a cable transmission system, a broadcast transmission system, PSTN, a private network, and an in-stadium network.

239. A reception unit as claimed in Claim 237, wherein the reception unit is
5 selected as one of the group consisting of a computer workstation with a television card, a television operably connected to an analog cable set top box, a digital television, a television operably connected to a digital cable box, and a television operably connected to a computer workstation.

10 240. A reception unit as claimed in Claim 237, wherein at least one of the two video programs of the switched to analog video signal corresponds to a predetermined camera angle.

241. A reception unit as claimed in Claim 237, wherein at least one of the two
15 video programs of the switched to analog video signal corresponds to a main program feed.

242. A reception unit as claimed in Claim 237, wherein at least one of the two
20 video programs of the switched to analog video signal is selected from the group consisting of a live program event and a prerecorded program event.

243. A reception unit as claimed in Claim 237, wherein at least one of the two video programs of the switched to analog video signal corresponds to a replay.

25 244. A reception unit as claimed in Claim 237, wherein at least one of the two video programs of the switched to analog video signal corresponds to a main program feed and the other video signal corresponds to one selected from the group consisting of a replay, a predetermined camera angle, an advertisement, an individual focus, slow motion video, and statistics.

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245. A reception unit as claimed in Claim 237, wherein at least one of the video signals are received from one of the group consisting of a digital video disk, a CD ROM, and a computer hard drive.

246. A switching unit for receiving programming and performing a switch without visual perceptible delay from a digital video signal multiplexed in a first program signal received in a first RF channel to an analog video signal multiplexed in a second program signal received in a second RF channel, the analog video signal containing two video programs to be displayed simultaneously in a picture-in-picture or side by side format, comprising:

- 10 a microprocessor, the microprocessor directing the switch from the digital video signal to the analog video signal;
- a first tuner, connected to the microprocessor, for tuning to the first RF channel;
- a digital demodulator, connected to the first tuner, for demodulating the first program signal;
- 15 a digital demultiplexer/decoder, connected to the first digital demodulator and microprocessor, for demultiplexing the first program signal to obtain the digital video signal, and decompressing and decoding the digital signal;
- a digital display processor, connected to the digital demultiplexer/decoder, for converting the digital video signal to analog;
- 20 a second tuner, connected to the microprocessor, the second tuner pre-tuning to the second RF channel;
- an analog demodulator, connected to the second tuner, for receiving and demodulating the analog signal;
- a vertical blanking interval switch, operably connected to the output of the digital/ demultiplexer decoder and the output of the analog demodulator, for switching from the converted digital video signal to the analog video signal during the vertical blanking interval of the signals without visual perceptible delay; and
- 25 a display device for displaying simultaneously the two video programs contained in the analog video signal in either a side by side or in a picture-in-
- 30 picture format.

247. A reception unit as claimed in Claim 246, wherein at least one of the first and second program signals are received from one of the group consisting of a

satellite transmission system, a cable transmission system, a broadcast transmission system, PSTN, a private network, and an in-stadium network.

248. A reception unit as claimed in Claim 246, wherein the reception unit is
5 selected as one of the group consisting of a computer workstation with a television card, a television operably connected to an analog cable set top box, a digital television, a television operably connected to a digital cable box, and a television operably connected to a computer workstation.

10 249. A reception unit as claimed in Claim 246, wherein at least one of the two video programs of the switched to analog video signal corresponds to a predetermined camera angle.

250. A reception unit a claimed in Claim 246, wherein at least one of the two
15 video programs of the switched to analog video signal corresponds to a main program feed.

251. A reception unit as claimed in Claim 246, wherein at least one of the two video programs of the switched to analog video signal is selected from the group
20 consisting of a live program event and a pre-recorded program event.

252. A reception unit as claimed in Claim 246, wherein at least one of the two video programs of the switched to analog video signal corresponds to a replay.

25 253. A reception unit as claimed in Claim 246, wherein at least one of the two video programs of the switched to analog video signal corresponds to a main program feed and the other video signal corresponds to one selected from the group consisting of a replay, a predetermined camera angle, an advertisement, an individual focus, slow motion video, and statistics.

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254. A reception unit as claimed in Claim 246, wherein at least one of the video signals are received from one of the group consisting of a digital video disk, a CD ROM, and a computer hard drive.

255. An interactive program reception unit which receives a program signal, the program signal containing a plurality of related digital signals associated with a live or pre-recorded program, comprising:

5

a microprocessor, the microprocessor selecting the signals for display;

a tuner, connected to the microprocessor, for tuning to an RF channel,

wherein the tuner selects the RF channel on command from the microprocessor;

a digital demodulator, connected to the tuner, for demodulating the

10 program signal;

a digital demultiplexer/decoder, connected to the digital demodulator and microprocessor, for demultiplexing the program signal to obtain a first digital video signal, and for decompressing the first digital video signal;

15 a second digital demultiplexer/decoder, connected to the digital demodulator and microprocessor, for demultiplexing the program signal to obtain a second digital video signal, and for decompressing the second digital video signal; and

a display device for displaying the first and the second video signals simultaneously.

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256. An interactive program reception unit as claimed in Claim 255, wherein the first and second video signals are displayed side by side on the display device.

257. An interactive program reception unit as claimed in Claim 255, wherein the
25 first and second video signals are displayed in a picture-in-picture format.

258. An interactive program reception unit as claimed in Claim 255, wherein the program signal is received from one of the group consisting of a satellite transmission system, a cable transmission system, a broadcast transmission
30 system, PSTN, a private network, and an in-stadium network.

259. An interactive program reception unit as claimed in Claim 255, wherein the reception unit is selected from one of the group consisting of a computer

workstation with a television card, a television operably connected to an analog cable set top box, a digital television, a television operably connected to a digital cable box, and a television operably connected to a computer workstation.

- 5 260. An interactive program reception unit as claimed in Claim 255, wherein at least one of the two video signals correspond to a predetermined camera angle.

261. An interactive program reception unit as claimed in Claim 255, wherein at least one of the two video signals is selected from the group consisting of a live
10 program event and a pre-recorded program event.

262. An interactive program reception unit as claimed in Claim 255, wherein at least one of the two video signals corresponds to a main program feed.

- 15 263. An interactive program reception unit as claimed in Claim 255, wherein the first digital video signal corresponds to a main program feed.

264. An interactive program reception unit as claimed in Claim 255, wherein at least one of the two video signals corresponds to a replay.

- 20 265. An interactive program reception unit as claimed in Claim 255, wherein one of the two video signals corresponds to a main program feed and the other video signal corresponds to one selected from the group consisting of a replay, a predetermined camera angle, an advertisement, an individual focus, slow motion
25 video, and statistics.

266. An interactive program reception unit as claimed in Claim 255, wherein the program signal is received from one of the group consisting of a digital video disk, a CD ROM, and a computer hard drive.

- 30 267. An interactive program reception unit which receives a program signal, the program signal containing a plurality of related digital signals associated with a live or pre-recorded program, comprising:

a microprocessor, the microprocessor selecting the signals for display;
a tuner, connected to the microprocessor, for tuning to an RF channel,
wherein the tuner selects the RF channel on command from the microprocessor;

5 a digital demodulator, connected to the tuner, for demodulating the
program signal;

a digital demultiplexer/decoder, connected to the digital demodulator and
microprocessor, for demultiplexing the program signal to obtain a first digital
video signal, and for decompressing the first digital video signal, wherein the first
10 digital video signal contains two related video programs in a picture-in-picture
format; and

a display device for displaying the first and the second video signals
simultaneously in a picture-in-picture or side by side format.

15 268. An interactive program reception unit as claimed in Claim 267, wherein the
program signal is received from one of the group consisting of a satellite
transmission system, a cable transmission system, a broadcast transmission
system, PSTN, a private network, and an in-stadium network.

20 269. An interactive program reception unit as claimed in Claim 267, wherein the
reception unit is selected from one of the group consisting of a computer
workstation with a television card, a television operably connected to an analog
cable set top box, a digital television, a television operably connected to a digital
cable box, and a television operably connected to a computer workstation.

25 270. An interactive program reception unit as claimed in Claim 267, wherein at
least one of the two related video programs correspond to a predetermined
camera angle.

30 271. An interactive program reception unit as claimed in Claim 267, wherein at
least one of the two related video programs is selected from the group consisting
of a live program event and a prerecorded program event.

272. An interactive program reception unit as claimed in Claim 267, wherein at least one of the two related video programs corresponds to a main program feed.

273. An interactive program reception unit as claimed in Claim 267, wherein at
5 least one of the two related video programs corresponds to a replay.

274. An interactive program reception unit as claimed in Claim 267, wherein
one of the two related video programs corresponds to a main program feed and
the other video program corresponds to one selected from the group consisting
10 of a replay, a predetermined camera angle, an advertisement, an individual
focus, slow motion video, and statistics.

275. An interactive program reception unit as claimed in Claim 267, wherein the
program signal is received from one of the group consisting of a digital video
15 disk, a CD ROM, and a computer hard drive.



Application No: GB 0000107.3
Claims searched: 1-14

Examiner: Richard Howe
Date of search: 16 February 2000

Patents Act 1977 Search Report under Section 17

Databases searched:

UK Patent Office collections, including GB, EP, WO & US patent specifications, in:

UK CI (Ed.R): H4P (PPS)

Int CI (Ed.7): H04N (7/10, 7/12)

Other: Online : wpi ; epodoc ; japio

Documents considered to be relevant:

Category	Identity of document and relevant passage	Relevant to claims
X	US 5 600 368 (Microsoft) - see abstract	1-6,9,10
X	US 5 068 733 (Bennett) - see abstract and summary of the invention	1-6,9,10

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